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PRINTERS' INK.

A IOURNAL FOR ADVERTISERS.

GRO. P. ROWELL & Co., Publishers, 10 SPRUCE St., NEW YORK.

VOL. XXI.

NEW YORK, OCTOBER 6, 1897.

No. I.

Another "Meyno

On Sunday morning,
October Third.

BOOKS OPEN TO ALL

ATE LIBRAR

The Philadelphia Record

printed a 20-page issue, this being the commencement of the permanent enlargement of

The only Sunday Newspaper in this Country

furnishing the complete Associated Press Service, which is sold at Two Cents a copy.

> It was done to meet the demands of both Reader and Advertiser

Average Circulation in 1896: Daily Edition, 170,402 Sunday "12,4234 Por Rates address

THE RECORD
PUBLISHING CO.

Philadelphia.



Resting. That is what hundreds of advertisers have been doing the past year or two. doing the past year or two.

They feared their staying powers would not

stand the strain of the severe hard times.

The present prosperity, which looks as if it had come to stay, ought to start these resters again.

The large amounts received from crops, wages, etc., will soon begin to circulate.

The bright and persistent advertiser will secure his full share of the country's wealth.

The largest part of this money will be found among the country people. Reach them through their local papers.

z,600 local country papers are upon the Atlantic Coast Lists.

In New England, Middle and Atlantic Slope States.

One-sixth of all the country readers of the United States reached weekly.

Catalogue and estimates for the asking.

Atlantic Coast Lists, 134 Leonard St., NewYork.

PRINTERS' LIK.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 26, 1883.

NEW YORK, OCTOBER 6, 1807. Vol. XXI.

No. I.

SIMONSON'S ADVERTISING.

HOW BARNUM WROTE HIS FIRST ADS -WINDOWS AS ADVERTISING FEAT-URES-COMING TO NEW YORK-ME-DIUMS USED-A LOSING INVESTMENT WITH COUNTRY PAPERS-STICKING TO ONE STYLE-OTHER INTEREST-ING DETAILS AND VIEWS.

It will probably be a matter of surprise that the father of adwriting, the at 933 Broadway, has been a consistent pioneer of the fraternity of experts, and persistent user of space in the pawas none other than Phineas T. Barnum, of circus fame. But though the force of 42-quite a growth from the

king of showmen built his phenomenal success upon the clever advertising which he put out for himself, it would appear that his efforts for others proved quite the reverse. Indeed, the advertisements he wrote in this case provoked laughter and ridicule. bombastic and extravagant style of the circus was worse than ineffectual for conservative business purposes.

The circum-The circum-stances were these: A few years before my best advertisements," says he, "is the war Mr. A. Simonson, a young Ger- my window display. I keep on inman, established himself in Segee's old Opera House on State street, Bridgeport, Conn., as an importer and manufacturer of artificial human hair goods. He made a success from the outset and incidentally became a friend of the old Barnum inspired in Mr. Simonson profound respect for printers' ink and a faith in its efficiency to promote business. Mr. Simonson was number of fine wax revolving figures. however diffident of his powers to get

Bridgeport Standard and the Bridgeport Farmer were receptacles for certain lurid hair advertisements which Mr. A. Simonson would now give much to have copies of. Truth is, they are worth more to-day as literary curiosities than they were at any time as business-bringers.

But from that time to this, Mr. Simonson, whose business is now located pers. He now employs a working

> day of small things in 1858 at Bridgeport. Mr. Simonson has always borne in mind that among other points of good advertising, show windows offer splendid opportunities. He created quite a mild sensation in Bridgeport when upon astonished bucolic senses there appeared for the first time in his store the glory of plate-glass. And to this day no one makes more use of his windows than he does. "One of



A. SIMONSON.

creasing the expense of this from year to year, and I can assure you that it is no slight expense. The machinery employed is very elaborate, and the glaring light spoils very much material. And as everything must look very fresh and bright, it needs constant renewal." For it must be explained that Mr. Simonson's windows contain a

It was in 1874 that Mr. Simonson up a good ad. Not so, however, with was forced to the conviction that he had Mr. Barnum. The result was that the outgrown the possibilities of development in Bridgeport. Notwithstanding his disadvantage of location, he had been able to build up much more than a local business. He had numerous customers throughout the State of Connecticut and in the city of New York. For some years prior to removal he had been advertising liberally not only in the local papers, but also in those of New Haven and Hartford.

When Mr. Simonson removed, he continued to act upon another principle which he had adopted from the beginning, namely, that his goods were only adapted for the very best people. So he immediately found a store in the then most fashionable business quarter of the city, on Fourteenth street just east of Fifth avenue, underneath a leading hostelry of that day, the Ar-lington Hotel. Even in those days he was enough of a disciple of advertising to expend as much as \$2,000 a year thereon as early as 1874. Being in sympathy with the newer methods that have revolutionized the conduct of business, he has steadily increased the amount, until last year the figure stood at \$18,000.

The facts detailed were elicited from Mr. Simonson on a recent call made by PRINTERS' INK'S reporter. Mr.

Simonson further said :

"I have always used the best of the dailies in New York, these being my standbys: Herald. Tribune, Times, Evening Post, Mail and Express, Com-mercial Advertiser and Sun. I add the Brooklyn Eagle and the Brooklyn Times. For a time I also used the morning and evening World and the Evening Sun, but I have discontinued them. During my season I advertise, too, in the Boston Herald and Boston Transcript and Washington Star.

"My object in choosing this list is to select the very best mediums that are to be had. I always make it a point to make my advertising the most expensive that money can buy, choosing the best position, and thus making my space as telling as possible."

"I suppose you use the fashion pa-

pers unlimitedly?"

"No; I have used Harper's Bazar for years, but I am not in any others now, and have not used many, except by posting them on matters in my line, for I am the recognized authority on hair goods, and of course they are courteous enough to give me credit."

in the near-by country towns?"

"Not any other way than by the city dailies. Some years ago I tried the experiment of selling a comparatively cheap article through the means of cheaper mediums. It was a crimping pin on which I had a patent. selected a list of about 300 country papers, but the result was not a success. It taught me a lesson, however; this was to stick closely to my own line, Although most of my present employees are all that I could desire



A. Simonson, 933 Broadway. 21st & 22d Sts.

FINE ASSORTMENT OF

SILVER GRAY HAIR

is enormous, and the various designs, as d played at my establishment, must satisfy the ost particular person. The beautiful

Newhort Coil

will always hold its own, as there is absolutely nothing to take its place. It is my own patented article, and the secret of its proper make is only known to myself, therefore avoid purchasing clumsy and useless imitations. The Newport Coll is only sold at my establishment.

WIGS AND TOUPEES

of my make are the standard of perfection; a perfect fit is guaranteed. They are true to nature, and as to fine workmanship and durability, they have not their squal!

HAIR DRESSING PARLORS

The Shampooing, Singeing, a stylish Hair Dress, and, in particular, the Hair Coloring, are attended to by obliging artists, well experienced in their

Hair Ornaments

constitute a leading feature of my establishment consisting only of genuine Tortolse and Amber Shell, Parisian, Rhinestone, dainty gauge Butterflies, Aigrettes, and other Hair Ornaments such as cannot be found elsewhere.

Illustrated Colored Catalogues sent gratis.

A. Simonson, \$33 BROADWAY.

21ST AND 22D STR.

in certain ways (they average from twelve to eighteen years in my employ), I find that I must personally govern to make it succeed. I have therefore given my business the very closest personal attention—so much so that my health nearly broke down a few times.

"Do you change your display at times, Mr. Simonson, or are you inclined to stick to the same form?"

"I find it wise to adhere to the style "Do you never seek to obtain trade of my adoption. Just let me cite this the near-by country towns?" as an illustration of the strength of ticed that I almost invariably use the figure of a woman in the act of arranging her hair. Do you know that I have so impressed this figure on the public that when my friends meet me they often salute me by placing their hands on the backs of their heads as the figure does? Another fact when I once in a while leave out the figurealthough I substitute my name in large type-I have had people ask me why I have stopped advertising."

"How do you select your mediums?" "I make inquiries in a roundabout Canvassers' stories carry no weight with me, for on these I've been badly bitten at times. But I do rely to a great extent on the advice of my agent, Mrs. M. C. Weil, for she has served me most satisfactorily for

eighteen years.' Don't the appearance of the pub-

lication tell you considerable?" "Of course it does, but in my case none but the very, very best will do. I can instinctively tell the value of a paper to myself. As a natural thing, a paper that would appeal to the vulgar taste by printing sensational news in a sensational way would not appeal to the taste of a refined lady, and these constitute my trade."

"Do you not occasionally use reading notices, Mr. Simonson?

"No, I never do. The only approach to them that I get are those that I am more than entitled to. At the beginning of the season the papers invariably dilate on the coming styles, and, of course, they give me credit for the information which I give to them." I. W. SCHWARTZ.

ORGANIZER, NOT SPECIALIST.

ORGANIZER, NOT SPECIALIST.

The successful business man should be an organizer, not a specialist. He should employ specialists to give their whole attention, originality and energy to the various departments of his business, but he should stand above all these where he can command a comprehensive view of their work and its results, and organize these forces into a unity of purpose. If he give his special attention to any one department he will lose sight of sults, and organise these forces into a unity of purpose. If he give his special attention to any one department he will lose sight of something in the other, and so lose his grasponething in the other, and so lose his grasponething in the other side was a perintendent, foreman, mater mechanic, bookkeeper or salesman. The principle of division of labor would not permit this in the economical conduct of business. He is rapidly learning the fact that advertising is one of the regular and necessary departments of his business which must be conducted in the most economical and effective manner, and that this, too, must have a specialist who makes a study of his advertising for him.—Advertising Experience, Chicago. ing Experience, Chicago.

such adherence. You may have no- MORNING VS. EVENING PAPERS.

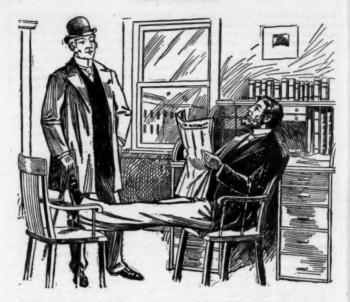
The theory with a great number of advertising men with whom I have corresponded during the past six months seems to be generally that those morning papers that depend mainly on the news-stand sales are not so valuable for reaching the public as those papers that are delivered in the morning. It must be remembered that the morning paper is stale by noon. Whether the circulation depends on street sales or paid delivery, it is very doubtful if the morning papers can compete with the evening papers in reaching the mass of women.

Few women indeed will sit down in the morning and look for "bargains," when the house needs their attention. I find that about 60 per cent of the morning papers delivered at the homes in this city are brought down town by the men, and read on the cars en route to their offices, and are not brought home again in the evening. of some seventy-five gentlemen last month whom I met on the street cars in the morning reading the papers, about 60 per cent had the paper delivered at their residences, and in not a single instance was the paper carried home at night, and 90 per cent of those questioned took their evening paper home, and said that their wives read these in the evening, when the day's work was over. It was at this time that they read the advertisements, and if anything appealed to their bargain instincts they would plan a shopping trip for the morrow. I believe few ladies, even of the higher class of society, who employ servants, find time to read the morning papers and take advantage of the ads the same day that they appear. A home-keeper or housewife, high or low, worthy the name, busies herself with her household duties, servants or no servants, in the morning, and has little time for newspaper reading. Other localities may be different; but there is one thing of which I am positive, and that is that in St. Louis the morning papers do not reach the women.—Chas. S. Jacobs, in Advertising Experience.

THEY SHOULD ADVERTISE,

THEY SHOULD ADVERTISE.

The best newspapers are the best mediums for advertisers. This is an established fact. It is important, therefore, both to advertiser and publisher that the best newspapers should be known and recognized as such. Any failure on the part of a publisher to sustain a just claim to pre-eminence in value is reprehensible.—New England Press.



GETTING A GOOD DEAL FOR THE MONEY.

Any newspaper can get a circulation by aying the American Newspaper Directory \$25 .- Free Press, . edding, Cal.

When the above clipping was exhibited by PRINTERS' INK'S Pacific Coast Representative to the editor and publisher of the Free Press, of Redding, Cal., that gentleman turned blue.

"What do you mean by making such a statement?" asked P. I. P. C.

Representative.

"I must have been lying," said the F. P. editor.

"Do you indulge in much of that sort of journalism?" asked P. I. P. C. Representative.

"More or less," said the F. P. ed-

"Is this a sample of your every-day

attempts at misrepresentation?" asked P. I. P. C. Representative.

"Hardly," said the F. P. editor. "That I regard as a particularly brill-Most lies have some iant attempt. foundation, you know, but that particular one had none."

"Does this sort of thing pay?" asked

P. I. P. C. Represen ative.

"It doesn't exactly pay," said the

F. P. editor; but you see it is a habit. I was a great liar when I was a boy and as I grew the habit grew. It is pretty bad now."

"Did it ever occur to you that the Keeley cure might be of some service?" asked the P. I. P. C. Representative.

But to this inquiry a hopeless look in the dark, deep eyes of the newspaper man was the only answer.

THERE NEVER WAS ONE.

Considerable space in various advertising and trade journals is used from time to time in criticising the American Newspaper Di-rectory. The usual statement, either made rectory. The usual statement, either made directly or implied, is that no publisher can secure a correct rating in the above Directory without advertising in it or advertising in PRINTERS' INK. We do not recall that any of the journals have given specific instances where this has occurred. The Teachers' World where this has occurred. The Teachers Wor'd has always received a satisfactory rating in the various editions of the Directory without anything being given in return in the shape of an advertisement or anything else, and we have always had more regard for this Directory than any other, because it has been the only one willing to back up in a practical manner the circulation statements of the journals rated. We would like to ask if any one wally knows of a single instance where the Ameri can Newspaper Directory has failed to give proper credit, according to its classification, to any publisher sending in a statement.—
Teachers' World, N. Y., Oct., 1897.

THE CIRCULATION

OF

The Sun

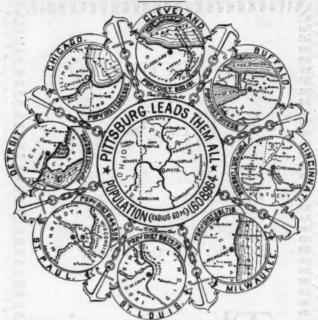
in New York
is double that of the *Herald*, and
far above the combined
circulations of the *Herald*, the *Times* and the *Tribune*.

The Sun's

CIRCULATION

has now for several months been at the highest level it has enjoyed in 15 years, or since the period in which it was the only 2-cent newspaper printed in New York.

AN INSTRUCTIVE MAP.



A Pittsburg paper puts forth the interesting map here shown. It is said to have been prepared by the National Convention of Waterways, and assumes to show the population within a radius of sixty miles of a number of leading American cities. Such a map is interesting to advertisers. It tells where purchasers are and from what points they may be reached. It is a surprise that Pittsburg territory should head the list, and be in advance of even Chicago and St. Louis. These are the points and populations shown:

Pittsburg		
Chicago		 1,565,360
Cincinnati		 1,168,308
St. Louis		 967,578
Cleveland		 800,181
St. Paul	*************	 644,309
Detroit		 662,192
Milwaukee		 581,713
D. Cala		w== ==0

A NEW KIND OF ADVERTISING.

One of our lowa hustlers hires a rig one day in each week for a few weeks in each season, goes out into the country about ten or twelve miles, and comes back along another road, covering the farming country of twenty or twenty-five miles; takes along advertising matter, cigars, souvenirs, together with eight or ten samples of suits or overcoats, says September "rasperity. He personally calls upon the farmers es no tes (whose names he has learned in advance), merely paying them a personal call; not to sell them anything, not to take orders, just to get acquainted. By way of introduction, this merchant displays a few samples of his

goods, merely to show how they are made up and what kind of styles and values they really have in town-sort of bringing the store to the farmer. Of course, if he desires to leave an order it can be delivered at any time. Thus he covers ground, meets the rural patron personally, cultivates his acquaintance, leaves a good impression behind, and the very first merchant the farmer calls upon when he visits town will be this hustler. All it costs him is the expense of a rig, and he has had a good day's outing. The farmer is tickled with the honor of a call, and it is a string tied to future business.—Ad Sesso.

THE liveryman need not shout himself hourse in his ad.

Straws Show-

Editorial in "Printers' Ink," September 29, 1897.

On the morning of Saturday, September 18th, about 9.30 o'clock, a representative of PRINTERS' INK, on his way down town, passed through Twenty-third street and stopped at the news-stand on the southeast corner of Sixth avenue to buy a copy of the New York 7imes. For more than thirty years this particular PRINTERS' INK representative has been in the habit of reading the Times every morning. Of late years he reads the Sun at breakfast time and takes the Times on his way down town on the elevated. In response to the call for 'he *Times*, the news-stand attendant said, "all gone." PRINTERS' INK'S representative thereupon crossed to the southwest corner of Twenty-third street and said to the newsman there, "Times?" gone," said the man. "All gone? How's that?" "They have been all gone every day this week." "Do you sell more Timeses than you used to?" said PRINTERS' INK's representative. "Well, I should say so," said the man. PRINTERS' INK's representative thereupon ascended the steps, and losing one train by the delay, approached the newsboy with this request: "Times?" "All gone," said the boy. It was observed by PRINTERS' INK's representative that there was still a supply of every other of the well-known New York morning dailies, and from this fact PRINTERS INK's representative arrived at the conclusion that the young man from Chattanooga is making a success of the N. Y. Times. Straws show -

Additional value and importance attach to the above statement when it is known that the gentleman who had this experience is none other than George P. Rowell, one of the best informed men in the country. His experience is one of the many indications of the growing demand for The New York Times. Its circulation is now making greater progress than at any other time in the history of the paper.

The Mew York Times

"All the News That's Fit to Print."

TWO SORTS OF CUSSEDNESS.

It sometimes happens in the exigencies of a newspaper office that a piece of news comes in at the latest moment and the press is stopped to permit the printing of the all-important matter, which may be a stickfull, a column or a page. It is too late to make the paper up over again. secure the requisite room something already in the paper must be removed, and it falls upon the foreman to decide what can best be omitted. Oftentimes his decision causes the omission of an advertisement. It may be that a few copies of the paper were worked off before the change was found necessary, and if this should be the case it might be possible for a rival publisher to secure copies of the paper that did contain the advertisement and still other copies of the paper from which the advertisement was crowded out. With these in hand he may hasten to the advertiser, and perhaps to others, and show them what, on the face of it, is proof positive that his competitor is defrauding his advertisers by giving them insertion in a small portion of an edition and omitting them from the greater part of the papers printed.

The foregoing goes to show how the most honorable publisher may seem to be guilty of a dishonest practice.

Sometimes, however, an advertisement is omitted with less excuse. Let it be supposed that a patent medicine man or other close figurer has bargained with a publisher for, let us say, the insertion of an electrotype that shall occupy a good deal of space, perhaps even so much as half a page or even more. The insertion involves no type setting, and therefore may be a saving instead of an expense, and it is agreed to at a price that is simply nominal. Now, it may happen that when the electrotype comes to hand and a proof is taken it develops some objectionable quality not foreseen, not sufficient, perhaps, to justify the publisher in ignoring his agreement to insert, but still objectionable enough to make him believe its appearance in the paper will do him more harm with his other patrons than the small sum he is to receive will justify. Perhaps, too, for that particular issue a brisk home demand for space develops at a late hour, and the space sold for a song might, if available, be made to bring in a goodly sum. Nothing is more easy than to put dozen copies, then take it out and fill the space with better paying or less objectionable matter. This is practiced upon out of town advertisers, if at all. The advertiser receives one of the few copies that actually does contain his advertisement, approves and pays the bill and no harm comes to the shifty newspaper man.

It has been shown how the omission of an advertisement may occur in an honest and also in a dishonest way. Every publisher, honest or otherwise, has had to face the necessity for occasionally lifting an advertisement, and possibly some publishers have made a practice, in busy seasons, of printing only copies enough of a first edition to supply their agents, exchanges and foreign advertisers, and then making up the forms anew, lifting out the foreign advertisements and filling their places with the announcements of bar-

There was once current a very old story of a Quaker who had his ire aroused by a dog and remarked: "I will not kill you, but I'll give you a bad name." He thereupon called out "Mad dog! mad dog!" and the bystanders quickly did to the animal what the man of peace had professed

himself unwilling to do.

gain sales next door.

It is not generally understood, in the case above quoted, that the dog was rabid. He suffered because some one insinuated that he had a fault which he did not in fact have.

PRINTERS' INK is led to moralize thus by having attention called to a newspaper about which some one has, either with or without justification, circulated a report well calculated to give it a had name and perhaps subject it to financial losses of moment.

A publisher who had a dishonest neighbor who pursued the discreditable practice of "lifting" his advertisements, recently said:

I dislike very much to say things that are unkind of a fellow publisher. It is certainly dishonesty that should be stamped with the blackest disgrace when a man contracts service, and then in an underhanded waypracservice, and then in an underhanded waypractically renders no service at all, or only when convenient. If you will designate some advertisements that should appear in certain issues, giving dates, I might procure papers from which you could draw your own conclusions. I have hundreds of times observed above the other control of the servicing served. the truth of the suspicion referred to.

The publishers of PRINTERS' INK are also publishers of The American Newspaper Directory and conduct in in the big electrotype, work off half a connection therewith a confidential in-

formation bureau that gives inside information concerning the character and circulation of newspapers. The subscriber to this bureau is allowed the privilege of applying for and receiving a confidential report concerning the circulation or character of any newspaper credited by the Directory with a circulation rating greater than 1,000 copies per issue. It is apparent that the discovery of papers practicing the scandalous usage of lifting their advertisements is precisely in the line marked out by the bureau for its The first inquiry that ever came read as follows:

Will you kindly furnish us with a confiden-tial report on the Lapter County Press and Democras, Lapter, Mich.? It has been intimated to us that this paper

lifts its advertisements. Any information that you can furnish us with respect to same will be appreciated.

The confidential bureau reported that it had no knowledge of any such practice being pursued by the paper mentioned. In reply to the following

request from the bureau: Will you kindly tell us what there is, if anything, in the charge that your paper "lifts" its advertisements—that is, has in times past made a practice of printing only a sufficient number of copies to supply its ad-vertisers, and then omitting the advertise-ments from the remainder of the edition?

There came the following answer:

We know nothing of "litts." We publish but one edition, and every advertisement that goes into the paper goes through the en-tire edition. Such a charge is slanderous, and if it is current, was started by a malicious rival, prompted by jealousy of our success in Lapeer. We refer you to any bank or mer-chant in Lapeer as to the straightforwardness of the publisher.

PRINTERS' INK is of the opinion that, reprehensible as may be a practice of charging an advertiser for what was never given him, it is innocence itself when compared with the black wick edness of trumping up a false charge of the sort against a publisher who has done nothing to give it color.

Who steals my purse steals trash: but he Who filches from me my good name steals That which not enriches him, and Makes me poor indeed.

THE NEW ADVERTISER'S DILEMMA.

Suppose the new advertiser has but a little money to spend for advertising. How shall he spend it most profitably? There are two he spend it most profitably? There are two extremes for him to guard against: First, spreading the little appropriation too thin—that is, going into too many mediums, and second, placing all of it in one medium, which might happen to be not the best one for his particular goods, and his whole appropriation would be lost. It is better, however, to use too few than too many mediums if the appropriation is small.—Advertising Experience, Chicage. Experience, Chicago.

TRICKS TO ATTRACT TRADE.

One of the latest schemes is to put an iron cash-box, with a glass front, in the show window. Through the glass you can see a roll of bills and a pile of gold and silver. Over the box is a printed card announcing that with every ag-cent purchase is given a key, and whoever is fortunate enough to get the particular key that will open the box can have the conteats for the current week. There can not be any doubt about this scheme being a certain trade bringer. Nevertheless, it has its disadvantages, and here are some of it has its disavvantages, and here are some or them. Only one person gets the benefit of such a gift each week, and that in itself is a bad arrangement. Again, the suspicion is certain to arise in many minds that choice, rather that chance, may influence the selec-tion of the winner. The facility for bestow-ing the proper key upon any favorite customer, or even a confederate outsider, is so ob-vious that suspicion would be pardonable under the circumstances.

Another and still better scheme is to offer a coupon with every 25-cent purchase, twenty a coupon with every 25-cent purchase, twenty coupons being equivalent to an order on a certain photographer for half a dozen of your own photos free. In this case everybody trading at the store is benefited, and there can be no grumbling as to favoritism. The same idea is carried out by orders on candy and ice cream saloons, bakers, confectioners, etc., and it would seem to be worked upon a mutual basis between the respective dealers. There is a cigar store on Broadway, Brooklyn, where every dollar that you spend en-titles you to a so-cent drink at the adjoining saloon, or a free shave at the barber's across the way. This latter scheme is said to be a the way. very profitable deal for all the parties con-

THE EDITORIAL PAGE.

The editorial page is the chief thing that keeps a journal above the level of a purely commercial enterprise. The mere selling of commercial enterprise. The mere selling of news is much like the selling of potatoes. A daily newspaper without honest opinions, ably and frankly expressed, is like a body without a soul.—Profitable Advertising.

NEWSPAPER AND MAGAZINE NAMES ILL' STRATED.



EXCELLENT ADVICE.

Never get jealous of your local competitor. If he is a fair, just, able business man, he is your friend, and not your enemy. If pleasant relations do not exist between you, the sooner you make up and become good friends, the better it will be for both of you.

It is true that he may excel you in some lines or details of your common business, but you are probably ahead of him in other matters, which to him is as vexatious as his partial superiority is to you. This is a natural relation which all men of ability and originality must bear to each other, and it is the great common incentive which puts every vigorous, energetic soul upon its mettle to use its natural gifts to the best advantage, and to acquire from its observation and imitation of others those endowments which are lacking, and which are indispensable to its

fullest success.

If your competitor has the best dress goods trade, be sure that in some way he has worked harder or to better advantage than you. If he is strong among a class whose trade you have not largely secured, study his ways and methods, and adopt them if they are honest and respectable. Favor him when you can with justice to yourself, and if any misfortune overtakes him be generous and even self-sacri-ficing. Co-operate with him when you may in meeting dangerous and irregular competition, extortion and injustice. The old days of petty competition and little jealousies are giving place to that sterner rivalry in which the local merchant must meet the great and growing retail monopolies and enterprises of the age-monopolies whose enormous capital and concentered strategies threaten the weak retailer with ruin and the strongest with loss of profit and many embarrassments.

The small fry of the pooi may bicker and quarrel when all is peace, but their petty riot is the chosen opportunity of the ravenous pike, as he darts from his fatal ambush in the water-This age has advanced too weeds. far and too fast along the dangerous path of centralization, for the small merchants to hold apart and leave to chance the outcome of those new commercial changes and deadlier rivalries which were unknown a score of years ago, but now, like Aaron's serpent rod, devour their rivals one by one, until they stand alone in solitary triumph,

But outside of these considerations, local retailers should work together for those social and municipal interests which are the common source of their individual success. There is too much selfishness, niggardliness, and sometimes utter meanness, among business men. Every one gains by the growth of the town in population and prestige; and the man who will allow his fellow dealers to defray the expenses of public entertainment and municipal improvement, profit by the same, and refuse to pay his just contribution, is not only stingy, but is generally an utter failure in business and social life. Thousands of men have gone out of business, disgusted with hard work and poor pay, because they were too small souled and narrow-minded to realize that to reap largely one must sow liberally.

Every dealer should exert himself to aid the producer, laborer and salaried man to secure such conditions as will make them able to buy largely and pay promptly. The usurer, ex-tortioner, controller of markets, and every grasping cutter of wages and prices are all natural enemies of the retail merchant, whose losses are very largely mirrored in the credit pages of their ledgers. This is not as fully realized as it should be, but is being rapidly comprehended of late. - St. Paul

Trade Journal.

CORRECT ENOUGH.

The novice in advertising is like the be-The novice in advertising is like the beginner in other writing. There will be faults in the first ads, though the writer will not see them at the time. No matter how successful the man who writes ads will ultimately be, his first efforts will not be very good. There are certain things about adgood, There are certain things about advirting that can not be learned unless you write ads. You must have the practice, no matter if you have much innate ability in the advertising line.—Ad Sense.

NEWSPAPER AND MAGAZINE NAMES



The Vendor's Medium.

The San Francisco CALL

to st

It is read by those who are able to buy.

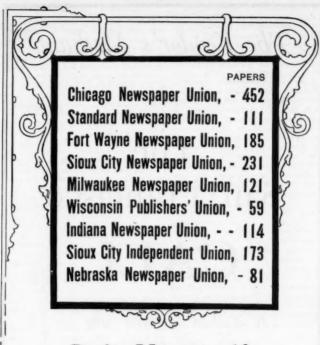
It is believed by those who read it.

Circulation exceeds 50,000 daily.

JOHN D. SPRECKELS, Proprietor.

Eastern Office: 34 Park Row, New York.

D. M. Foltz,
Eastern Representative.



Suit Yourself.

Sometimes an advertiser, by way of experiment or for other reasons, desires to use only a portion of the 1,500 odd papers constituting the Chicago Newspaper Union Lists.

We are always glad to co-operate in such cases, because we have found that an advertiser who begins by using one of our lists usually ends by using all.

There are nine lists to choose from. The advertiser who uses all reaches more than a million homes in the great Middle West.

RATES
FOR
ADVERTISING

In any single list - - | MADE KNOWN ON ON APPLICATION.

THE CHICAGO NEWSPAPER UNION.

CHICAGO:

87-93 S. Jefferson St.

No. 10 Spruce Street.

TWO WAYS.

BOTH HAVE SOMETHING IN THEIR FAVOR.

The Register-Gazette, of Rockford. Illinois, returns a postal card that had who he is; but he knows that if he is been addressed to that paper, and going to advertise he must read PRINT-writes on it the query: "Why not at- ERS' INK. While doing so he scans tract advertisers in this way? If it's your announcement. good for P. I., why isn't it for the R. G.?" And The Little Schoolmaster ford, Ill., may attract attention with cheerfully takes time and space to circulars, but the best way to get the

If you had a list of all the adver- advertisement in al cards, circulars and primers. wanted is to get attention. Both ways Especially would this be true if all may be tried. al cards, these were as well acquainted with IF THE POWDER DOES NOT WORK TRY

would be sheer idiocy. If you put your announcement in PRINTERS' INK the man who ought to see it will be sure to see it. You can not send a postal card to him because you don't know

Now the Register-Gazette, of Rockattention of advertisers is to put an advertisement in PRINTERS' INK. tisers (present and to be) it would be Something may doubtless be accompossible for you to attract their attention by sending them well written post-circulars and primers. The thing

by nat altract a duritiens in this may good for I. S. why isn'stfor If you would attract advertisers to your paper why not advertise in the paper they all read? Every reader of PRINTERS' INK is an advertiser now-or to come.

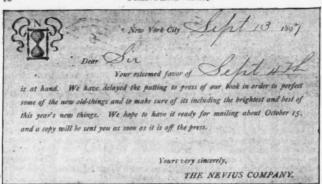
ADDRESS PRINTERS' INE, TO SPRUCE STREET, NEW YORK,

your paper as they are, for instance, and as you are, with PRINTERS' INK.

But as a matter of fact you do not to read PRINTERS' INK. To neglect it PRINTERS' INK.

CRACKING HIM ON THE THUMB NAIL.

Rockford, Illinois, is an important l'RINTERS' INK knows the names of point. It is a prosperous place. It all good papers and can, therefore, hit has 25,000 people, with a good region them with postal card or circular with round about it. There are three daily out wasting any ammunition. None of papers in Rockford, but the American them can get away. They have to take Newspaper Directory accords the larwhat PRINTERS' INK sends. They may gest issue to the Register-Gazette-larnot read it, but they have to handle it gest in Rockford, largest in Winnebago and pass it on to the waste basket if County, largest in the Ninth Congressional District. That is a good But as a matter of fact you do not story. It will pay to print that story and can not know the names of all ad- on a postal card and mail it to every vertisers. They are springing up con-tinually. Many a man who never It will be better to print it weekly in spent a dollar for advertising is read-PRINTERS' INK and cause it to be read ing Printers' Ink to day and preparas well by advertisers the publisher ing now to spend \$10,000, \$50,000, never heard of, and by the men who \$500,000 or a million next month or are about beginning to advertise and next year. All such men are certain are now taking first lessons by reading



A PUPIL of the Little Schoolmaster brought into the editorial sanctum the postal card reproduced above, and said: 'I saw an advertisement in the September Munsey's which announced that the Nevins Company had a number of small and odd novelties in silver suitable for presents. That was just what I was looking for. So I dropped a postal card to the company on September 4, asking for the catalogue, which, according to the advertisement, would be sent on request. On September 14 I received this postal. When the catalogue does finally arrive on the

15th of October I shall have lost all my interest in the matter. The Fairbanks people, of Chicago, were guilty of the same thing a few months ago. They advertised extensively that they would send a book of fairy jingles to all who applied. Then they sent a postal card stating the book was not ready, and it did not arrive until two months later, when everybody had forgotten all about the matter. Don't you think that much of the effect of advertising is lost in this way?" And the Little Schoolmaster answered: "Perhaps."

THE SMALL RETAILERS.

The retailer in minor cities should contract for all newspaper space in bulk at so much per inch, using so many inches a year. He should get a hed-rock rate on this. Then he should use the space as he needs it. He should use just enough space to tell his story—no more. He should not only use his space to the best advantage, but be sure he is using the best papers. He should take more space in the paper that brings the best pare turns. He can easily find out which that is. There are several ways. Here is a simple one which always proves effective:

On a day when some particularly attractive bargains are offered, give a free street car ride to and from the store to every purchaser. Advertise it in every paper, and in each paper put a coupon good for two tickets on the lines running to the store. Have the name of the paper in which the coupon appears on the coupon. Tell customers to bring the coupons when they come. Most of them will. Ten cents is worth saving. This will give the minor city retailer a very reliable record of the papers that brought the best returns. No paper should object to such a test.

When a special sale is to run a certain time, be sure to advertise its continuance. Follow it up each day with new announcements as long as it lasts. It isn't necessary to give it much space for the first announcement, but don't ignore it, and make everything about the store advertise it. Show the public that you think it is a big thing. Have

the bargain counter the most conspicuous in the store. Have plenty of card signs, and have window displays, if necessary. Be sure your salespeople see all of the ads

Be sure your salespeople see all of the ads every day—not just what pertains to their own department. In a small store the salespeople should know all the store news.

people should know all the store news.

Have your clerks suggest ideas for advertising their departments. Use the suggestions if they are good. Enlist the interest of your salesmen.—Bates.

IS IT SOP

It is at last generally recognized that when the readers of a newspaper have been accustomed for years to respect and to be guided by the opinions expressed on the editorial page, when they have come to regard those opinions as honest and sensible, they are inevitably led to give greater value not merely to the news departments, but also to the statements of the advertiser.—Profitable Advertising, Boston, Mass.

IN CLASS JOURNALS.

The writing of advertising has become a calling by itself, and the results are seen in our dailies, and particularly in the magazines, but most of the class journal advertising is just what it was a dozen years ago. To be sure, class journal advertising pages, from the very nature of the work, need never be, and probably never will be, vivacious and witty and sparkling, but there is room in them for much more brains than they now exhibit. —Robert Luce.

IN ZANESVILLE, OHIO.

Office of "THE ZANESVILLE SIGNAL." Geo. P. Rowell & Co.:

In reply to your inquiry, relative to our taking advertising in the American Newspaper Directory, or a copy of the same, we wish to say that owing to the injustice done us in the circulations of our daily and weekly us in the circulations of our daily and weekly editions in your annual we can in no manner recognize it. In justice to us there should have been at least 1,000 added to our daily circulation and not less than 1,200 to our weekly circulation.

With this unjust representation we will never consent to recognize your annual in any manner. The manager of the Signal any manner. The manager of the Signal
has had charge of all its business for the past
fourteen years, and has also been the postmaster of this city for some years, and as
such knows positively of the great injustice such knows positively of the great injustice you have done our circulations. He is also the president of the oldest newspaper association in Ohio, and this misrepresentation will not be of any benefit to your annual among Ohio newspapers. Yours truly, SIGNAL PUBLISHING CO.

D. H. Gaumer, Mgr.

When this communication was received by the editor of the American Newspaper Directory he said that Mr. Gaumer had no ground whatever for

making a complaint.

On the 7th of October, 1893, a report was received from the Zanesville (Ohio) Signal bearing the words written with a pen: "Circulation daily 2.500, semi-weekly 4,200." The statement was not dated, was not signed, there was nothing in it to specify the period or time supposed to be covered

by the informal report.

December 19, 1894, a report came from the Signal signed by Mr. Gaumer, dated December 17th, in which he said: "Circulation daily 2,200, weekly 4,100," and added: "Our weekly publication is styled a weekly in two editions." This communication conveyed no information as to the time covered by the circulation statement and left the Directory editor somewhat in doubt whether each of the two editions of the so-called weekly was 4,100 or whether the two were to be added together to make the 4,100.

December 19, 1895, there came a statement, signed by Mr. Gaumer, that refers to a movable period that can not said no issue of the daily for the period of a year had been less than 1,500, and no edition of the weekly less than 3,600. This being a definite statement and duly signed was adopted and appeared in the American Newspaper Directory for 1896.

In a letter signed by Mr. Gaumer, circulations for 1896 as given in the correctly stated in the American News-

proof are correct," and in the same letter he marked with a pencil that the circulation of his daily was 2,400 and his weekly 4,750, but without anything to indicate the period covered by the pencil figures, which were on a sheet by themselves, without date or signature. The editor of the Directory thereupon wrote to the Signal: "If you will furnish us with a signed statement covering your issues for the year 1896, the figures will be given in the Directory in exact accordance with your statement."

This elicited no additional information: but believing Mr. Gaumer to be an honest man, his paper was accorded the highest letter ratings which his penciled claim would sustain, viz.,

daily H, weekly G.

When proof was exhibited for his revision for the December issue, Mr. Gaumer writes the letter of September 20th printed above, which conveys no

very definite information.

The editor of the Directory says that, as a rule, he is not able to get satisfactory information about the editions of the daily papers published in Zanesville. The papers there are neither very good nor very bad. They all have pretty good circulations, probably larger circulations than a majority of people would give them credit for, but not as large as the publishers think that other people suppose they have. The communications received from there are likely to be very much like the one from the Signal now printed. They generally convey almost any sort of information except that which is wanted, viz., a statement in detail of actual issues for a preceding year.

It does not seem to have appeared to Mr. Gaumer that if he wished to have his circulation correctly stated the very best way would be to make a statement showing the figures, not forgetting to sign and date it. Directory editor never wants to know what a circulation "is" because "is" be identified. Tell him what the circulation has been for the period of a year that has passed and he will be happy. It would seem that if Mr. Gaumer has been manager of the Signal for fourteen years, has been postmaster and is president of the oldest newspaper association in Ohio he ought dated March 26, 1897, he said: "Our to know the way to get his circulation

paper Directory. He should know that the publishers of the American Newspaper Directory can derive no benefit from misrepresentation and do not intend that misrepresentation shall creep into their book if they can help it. That is why they ask publishers who are postmasters and presidents of newspaper associations to tell the facts and sign them. The editor of the Directory will feel greatly obliged to all presidents of newspaper associations, old or otherwise, if they will pay more attention to furnishing information and less to scolding like old women, pretending they meant to tell and thought they had told, when they know very well they never did tell and (probably) never intend to tell.

Between pages 51 and 62 of the American Newspaper Directory for 1896 there is printed an interesting illustration of the case of the Philadelphia Record, whose publisher thought he had not been well used by the American Newspaper Directory, but found, on investigation, that the fault lay in his own office, and he was man-ly enough to say so. There are dozens of publishers who would do well to read that story of the Philadelphia Record. Any one who has not a copy of the 1806 edition of the American Newspaper Directory can have one by sending 30 cents for postage, for, although it is a \$5 book, it is out of date now, and the publishers are sorry to admit they have still a couple hundred copies on hand.

TOO OFTEN FORGOTTEN.

What you pay is not half so important as what you get in advertising. The cheap medium is nearly always much more expensive than the high-priced medium when results are considered.—Trade Press.

OF COURSE.

A business man can not daub his name and business on a fence without getting some good out of it; neither can he run a stereotyped ad in a paper for a solid year without some returns; even if he does not think he sees any benefit, it comes, nevertheless. What, then, must be the results from a real live advertisement. real live advertisement? - Business, Canada.

ON TRAM CARS IN ENGLAND.

ON TRAM CARS IN ENGLAND.

Perhaps the most conspicuous outdoor advertising in England is that upon the tram
cars and busses. These are all doubledeckers, and the signs, about the size of a
street car card in America, are placed just
above the windows on the sides and covering a good part of both back and front.
These advertisements present a novel appearance when viewed from the top of a bus,
where one can frequently see thirty or more where one can frequently see thirty or more similar vehicles in motion at a single glance. -Advertising Experience,

OCEAN ADVERTISING.

Passengers on ocean steamers sometimes Passengers on ocean steamers sometimes engage in publishing a paper devoted to chronicle chat and foolery revolving for most part around themselves. The paper is usually in manuscript, but copies may be printed later, and kept as souvenirs of the voyage. The aim is to make a complete newspaper, consequently the advertising is given atten-tion. The ads that appear could not be sub-mitted as illustrations of practical advertis-

mitted as illustrations of practical advertising, but they are amusing. From a recent
ocean-made paper we clip the following from
the "Lost and Found" Column:
"Lost—A yellow-back novel, the title of
which is forgotten, has lately been lost on
the quarter-deck, but title may be easily
identified from the fact that Pears' Soap is
advertised on the cover. The finder is recuested to return it to the steward, who is

advertised on the cover. The finder is requested to return it to the steward, who is
authorized to give a becoming reward.
"Found—A certain article of apparel was
found near the wheel on the evening of the
37d after the dancing was over. If the lady
who lost the same will apply to the editor it
will be returned. 'Honsi soit qui maly
pense!"
"LosT—A gentleman who has for some
time past lost his heart on board has been led
to believe it was stolen. He requests that it

time past lost his neart on poard has been led to believe it was stolen. He requests that it may be returned to him intact or an equiv-alent from the fair felon."—Ad Sense.

AN EXCELLENT ADVERTISEMENT.

We believe that agitation against the department stores will result in strengthening them. These are days in which people are buying where they can buy cheap. They don't care a fig for commercial ethics. They never trouble themselves as to where a mer-chant gets his goods nor how. They revel in bankrupt sales and dote on bargains. Cheapness captivates them, and when merchants and mercantile associations everywhere are rising up in arms and demanding the suppression of up in arms and demanding the suppression or a certain kind of a store, and basing that de-mand upon the statement that that kind of a store undersells legitimate dealers, the people can be depended on to be at that store early and late. It needs no other advertisement, It is impossible to imagine an advertisement that would be half as effective. When once that would be half as effective. When once you have convinced people that a store really sells good goods cheap you have secured their patronage for that store. If its prices are at cost, well and good; if below cost, better still.—Trade Magnaine.



A CORONER'S jury "holds no one criminally A CORONER 3 BATY HOLDS BO ONE CHIMBARILY itable " for the fatal elevator accident in the American Tract Society Building, although it "finds that no one who inderstood the system in use was in charge."—N. Y. Herald, Sept 24.

And no one seems to be in charge of the death trap the Tract Society maintains in the Spruce street sidewalk.

When a combination of publishers agree among themselves to club their resources for the sake of using advertising space in PRINTERS' INK, it becomes a matter of considerable importance to arrange just who is to prepare the copy. In the case of the Atlantic Coast Lists, who have used the inside page of PRINTERS' INK's first cover for eight years, the copy has always been prepared by Mr. Beals at the New York office. For the Chicago Newspaper Union, who have also used a page, always facing a page of reading matter, for four or five consecutive years, copy is prepared under the supervision of the president, Mr. John F. Cramer of Milwaukee. In the case of the Re-ligous Press Association of Philadel-phia, the manager, Mr. W. R. Roberts of Philadelphia, succeeds in making the most of his half page of space in PRINT-ERS' INK, rarely forgetting to send new copy for every issue. In the case of the new combination of Ohio State Dailies. PRINTERS' INK does not know exactly who does prepare the copy, but everybody who observes what the Ohio combination produces admits that they succeed in making their list conspicuous. This system of clubbing to share the expense is one that could be made use of by two or more papers that have a New York special agent. For instance, if Mr. Leander II. Crall, the oldest special, should induce the Cincinnati Enquirer, Cincinnati Times-Star, Indianapolis Journal, Cleveland Leader and Chicago Inter Ocean to assume between them the cost of a page in PRINTERS' INK, he would doubtless succeed in saying something very enticing about each, without mentioning circulations, although there is much to be said even on that point about the Times-Star and the Sunday edition of the Enquirer, and for the matter of that, the Cleveland Leader's circulation is not one to be ashamed of. If Mr. Crall would advertise his papers regularly in PRINTERS' INK, he would soon come to entertain a more cheerful view of life, have less time to spend in the Adirondacks writing letters that he can not back up, and would feel happy and good every hour. Brisk business makes special agents cheerful, and special agents who advertise in PRINTERS' INK have no time to waste in calling people unpleasant names, but wear their countenances constantly wreathed

ADVANTAGES OF COMBINATION, in smiles. For examples of men made prosperous and cheerful by constant advertising in PRINTERS' INK, look at Richardson, Scott, Ellis, Craig, La Coste, Eddy, Foltz and Beckwith. Who ever saw one of these when he did not wear a smile and look prosperous?

SOME NEWSPAPER INDIVIDUALITIES.

SOME NEWSPAPER INDIVIDUALITIES. An influential newspaper, as a rule, represents an individual. That is, it represents the personality of its controlling amanger. The San, for instance, is Dans, and Dana is the San. His personality shines through every editorial, although he may not write one a month. Its pages have that unmistakable San flavor which puts it so far in uniform style and brilliancy above all other papers. Every man under Dana catches his spirit. Watterson is another editor the influence of whose personality permeates his paper. Charles Hopkins Clark, of the Hartford Courant, is yet another, as also are A. E. Burr, of the Hartford imas, and St. Clair McKelway, of the Brooklyn Eagle.—Othern.

A F :RTINENT QUESTION.

A I : RIINENI QUESTION.

The general store of the country is the department store of the city. Advertising is the life of the one—why not of the other?

Let the country dealer in calico, trace chains, sugar and patent medicines enulate the methods of his city brother, and he'll get results proportionate to his efforts and fully as profitable relatively.—Ads.



"THE AMERICAN CABINET MAKER."

KRAMER'S COUP.

" H. L. Kramer, manager of the Sterling Remedy Co. and the Indiana Mineral Springs Co., who is responsible for all the advertising done on behalf of No-To-Bac and Candy Cascarets, often does sensational things, but one of the most aggressive advertising coups ever credited to him was lately executed on behalf of his Magno-Mud Sanitariums in Indiana.

Mount Clemens, Mich., is a great health resort - a much advertised haven for rheumatics. There are a number of sanitariums in the town, and all of them are well filled with people seeking relief from rheumatism and kindred afflictions. Not long ago Mr. Kramer sent an agent to the town and leased all the available billboard space in the place, and in such a way as to surround all the sanitariums, so that their occupants could look in no direction without seeing the signs that might be placed on his leased boards. Then Mr. Kramer sent painters up to Mount Clemens, and they painted all the available fences and other spaces in the same vicinity. Threats of trouble for the painters and interference on behalf of the local sanitarium owners had no effect, and the work was done, though it was necessary to institute injunction suits against interference. Where the rub comes in was in the character of Mr. Kramer's signs. It was particularly exasperating to all those sanitarium owners to have their guests confronted on all sides by such signs as these:

What! Not Cured Yet?

Well, go to the Indiana Mineral Springs. Their Mud Baths always cure rheumatism.

No Better This Morning? Well, you never will be as long as you stay here. The Mud Baths at Indiana Springs are what you want.

Well, Still Here, Are You? Why don't you leave and go where rheumatism can be cured? Magno-Mud Baths never fail. You get them only at the Indiana Mineral Springs.

It made no difference which way the invalid looked, some of these signs were in view .- Art in Advertising.

THEN AND NOW.

When "St. Jacob's Oil" was first painted on the rocks at Niagara Falls, the ad was a good one because novel.

When patent medicine almanacs were first issued, folks read themcertificates and all-because some of their jokes were new and professional certificate writers had not become known of all men.

When circulars were first sent to individuals through the mail, they did not all reach the waste basket unread, because people had more vanity about being personally singled out and addressed than they have now.

When the church fairs, and the secret societies, and the charity organizations, and the labor unions, and the individuals with "a pull" first began to perpetrate the "programme" and the "hanger" on the defenseless business man, blackmail had vague terrors for the advertiser which have wellnigh all been dispelled.

In truth, the unavailability-not to say utter worthlessness-of these forms of advertising has long since been demonstrated by expensive experience, and the advertising world is rapidly turning to newspaper advertising as the only practical, resultful kind.

And this field grows wider, cheaper and more productive every day, as the facilities for making it attractive and operative upon the masses as well as the classes are being increased.

This is true because the publishers, great and small, of all kinds of current literature, more fully realize that the people want the current business news of the day-the news that enables them to keep thoroughly posted on the current prices of the necessities and luxuries of life-along with the daily and weekly and monthly history of the world. They are, therefore, making subscription prices lower, and pushing circulation harder; reaching out further, until all the highways and byways are now permeated by these news carriers, it being practically impossible to find a family, in city, village or country, that does not take and read some sort of a paper. - Ads.

CORRECT.

Advertising seldom sells goods directly. Advertising is an educator, a suggester, a promoter; it takes a salesman to clinch a deal that the advertisement has suggested or promoted. Advertising alone will not build up a business. It is what is behind the advertising—the goods and the salesman.—Ad Book, San Francisco.

To reach the people of a city an advertiser likes to use the paper of the best character, that goes into the best homes and is read by the best people.

Many advertisers, however, believe that, all things considered, the best paper is the one that sells the most copies.

When the paper taken by the best people is also the one with the largest sale, that is always the one paper that an advertiser must use.

Such a paper is the Milwaukee Evening Wisconsin

The proved circulation of the EVENING WISCONSIN is larger than that of any other daily paper published in the State of Wisconsin.

PRINTERS' INK not very long ago named nine papers, and said of them: "They are evening papers of high character and have a worth to advertisers beyond the mere figures of their daily circulation. They have no waste circulation. Every copy goes into a home, and goes there because it is wanted. The small list constitutes a very choice group. If there is any other evening paper anywhere that has a better right to be named than one of these, PRINTERS' INK would be glad to be furnished with its name."

And the EVENING WISCONSIN was accorded a place as one of the nine,

NOTES

THE Rochester Radiator Company advertise in connection with an illustration they use: "If you don't understand it, we would be tickled to death to explain it to you.

A POUGHKEEPSIE dry goods store begins ts advertisement with this declaration: We sell the leaders and lead the sellers."

A CANAL STREET (N. Y.) butcher has a gruesome ad in the shape of a card upon a dish of sausages, "Not of the Luetgert variety." A correspondent of PRINTERS INK says "it is an ill-timed, inappropriate and ghastly ad. Sausages are usually purchased on laith, and any hint at the ingredients is bad form."

A WEST SIDE furniture house offers to its lady installment customers a baby carriage free as soon as they shall have need of one.

O'BERNSTEIN, a clothier of Meriden, Conn., gives to every purchaser a coupon entitling the owner to participate in a free distribu-tion of fine building lots in South Meriden. In addition each coupon has a cash value of ten cents on the purchase of any lot.

ten cents on the purchase of any lot.

Albany, N. Y., Sept. 31.—The Animated
Advertising Company, of New York City,
with a capital stock of \$5,000, has filed a certificate of incorporation with the Secretary of
State. The company proposes to give public
exhibitions of animate and inanimate advertising. Its directors are Richard H. Gat-ling, Otway Latham and Geo. M. Leventritt, of New York City.—N. Y. Journal of Com-

merce, Sept. 22, 1897.

THE London Figure has lately been fined \$20, with \$10.50 costs, for printing a lottery \$20, with \$10.50 costs, for printing a lottery advertisement, which was nothing more than a missing word competition on behalf of a certain headache powder. The conviction was found under a law of George IV., in the language of which the printer proceeded against is termed "a rogue and a wagabond."

"A CRUSADE against the advertising sign nuisance has been begun on Long Island, and nuisance has been begun on Long Island, and the men who deface natural scenery with patent medicine and cigarette signs are being arrested and fined. Public sentiment," says the Philadelphia Leafger, "is becoming pronounced against this nuisance, and it is being recognized that the right of humanity in general to enjoy a beautiful landscape or a fine bit of scenery is not to be taken away by anybody who chooses to obscure the view in order that he may profit. If public sentiment were properly careful of its dignity it would boycott every article that is thrust upon its attention in this way."

"BACK up your fish stories" is the catchline used by Gould & Whipple, who sell cameras at Portland, Me.

Truth Magassine (N. Y.) for October 2d

Truth Magazine (N. Y.) for October 2d contains an interesting article concerning the late John A. Cockerill. Scribner's for October, in the series "The Conduct of Great Businesses" contains an article on "The Business of a Newspaper."

A BABESKIN SOAP poster shows two little girls in a very devout attitude and the caption:
Give us this day our Babeskin Soap."

HAREM has as a window attraction a "skeleton musician." It is seated on a chair and its bony fingers play upon a mandolin. The music can be distinctly heard, but there is no harmony in it. Probably the figure is arranged by electricity.

A Bowery restaurant keeper has engaged an enormously fat man to patrol that thoroughfare with a sign on his back which says: "I board at Blank's all the time." Probably the largest user of postage stamps for advertising purposes is Suchard Neuchatel, Switzerland, who puts different stamps on one of his most saleable packages chocolate. Suchard makes contracts for delivery of these stamps a million at a time.

THE International, an illustrated monthly published by the Union Quoin Company, Chicago, has added a novel feature. It is nothing less than a complete list of those saiting from this country to foreign ports, affording its readers an opportunity to keep posted upon the movements of friends.

THE Pictorial Press Syndicate, Ames Building, Boston, issues an illuminated hanger called "Libel-just what it is and how to avoid it," which it sends free. The "black and white" styles of illus-

trations which made the l'abst ads distinctive are now to be applied to Scott's Emulsion advertising. For the first of the series, see Lippincott's for October.

Four O'Clock, of Chicago, is distributing mickels to advertisers with the request that they buy therewith a copy of the paper.

THE latest thing is a human sandwich man trust, the corporate name of which is the

THE Cedar Grove cemetery, of Corona (L. I.) is being advertised by means of book-

lets.

IT is said that George B. Evans, the Philadelphia druggist, has expended as much as \$15,000 in a single year in advertising.

Godey's Magasine spells certain words in the announcements of its advertisers wrong, and then offers prizes to those who correctly indicate them.

THE money-lender should invest his ads with interest.

THE criticism of the American Newspaper Directory most commonly made by an officer of a newspaper association amounts to a recommendation that no circulation rating be accorded where a definite statement has not been furnished by the publisher. The rea-son why this suggestion can not be acted upon is because it, by refraining from giving information, newspaper publishers could thereby avoid having a circulation rating ac-corded, they would, in ninety cases out of a hundred, refrain.



" OUR ANIMAL FRIENDS."

THE LAST DAY!

Plan of Publication of the December Edition of the American Newspaper Directory for 1807.

SEPTEMBER 15. Submitted proofs for correction to all papers credited with regular issues of a thousand copies or more.

OCTOBER 15. Revision commenced, beginning with Part I., Catalogue by

OCTOBER 30. Revision complete. Corrections not likely to be made after October 15.

The forms go to press on the following dates, and are closed three days earlier:

- To and including California, NOVEMBER 1.
 - 2. To and including Idaho.
 3. To and including Illinois.
 4. To and including Iowa.

 - 4. To and including Iowa.
 5. To and including Kentucky.
 6. To and including Massachusetts.
 8. To and including Minnesota.
 9. To and including Nebraska.
 10. To and including New York State.
 12. To and including Ohio.
 13. To and including Pennsylvania.
 15. To and including Tennessee.
 16. To and including Washington.
 17. To and including Ontario.
 18. Part II. (over 1.000 circulation).
 - Part II. (over 1,000 circulation). To and including Indiana.
 Part II. To and including Ohio.
 Remainder of Part II., all of Part III. (Sunday Newspapers) and Part IV. (Class Publications), Religion, Religious Societies, Education, Household, Matrimonial, Music and Drama, Sporting, Temperance and Prohibition, Woman Suffrage, Dentistry, History and Biography, Law.
- NOVEMBER 22. Part III. (concluded), Medicine and Surgery, Numismatics, Philately and Antiques, Scientific Publications, Sanitation and Hydiene, Army and Navy, G. A. R. and Kindred Societies, Labor, Fraternal Organizations and Miscellaneous Societies, Agriculture, Live Stock and Kindred Industries; all other classes of Arts and Industries and Foreign Languages.
- NOVEMBER 24. All sheets delivered at the bindery.
- DECEMBER I. A copy of the Directory shipped to each subscriber.

Corrections can not be promised after October 15.

Advertisements will be taken till three days before the form for the particular portion is put to press.

Advertisements to go in the back of the book can be taken as late as November 20.

Address all communications to

EDITOR AMERICAN NEWSPAPER DIRECTORY,

NO. 10 SPRUCE STREET, NEW YORK.

December issue of the American Newspaper Directory

Corrections and advertisements intended for the December issue of the AMERICAN NEWSPAPER DIRECTORY must reach the DI-RECTORY office on or before October 15th.

The DIRECTORY will be ready for delivery December 1st.

A publisher wishing to insert a statement in the column with and following the description of his paper, may do so at the nominal price of 50 cents a line, which price, if the order amounts to as much as \$10, will include a copy of the Directory, to be delivered at his own office, all carriage expenses prepaid. An example is here shown:

An example is here shown:

EVENING EXPOSITOR; every evening except Sunday, and SEMI-WEEKLY,

Bondays and Thursdays; democratic; daily
four pages 3923, semi-weekly uselve pages
1522; subscription-daily £4, semi-weekly
250; established-daily 1573, semi-weekly
250; established-daily 1573, semi-weekly
1560; The Expositor Co., east and of his his daily and semi-weekly I, in 1895, and the last and semi-weekly I, in 1895, and the last and semi-weekly I, in 1895, and the last and semi-weekly 1, in 1895, and the last and semi-weekly 2, 935, advertisement—The Expositor is issued daily (except Sunday) and semi-weekly 2, 935, advertisement—The Expositor is issued daily given the semi-weekly 2, 935, and the larger towns in Freeno and adjoining counties; has the largest circulation of any paper in the San Joaquin Valley and is the best advertising medium in Central California. Rates and sample copies sent on application.

Small portraits or pictures of newspaper buildings will be inserted as heretofore for \$10 a year, the price including copy of book delivered free. The necessary drawing or reproduction can be made from a photograph or other picture, and for this work there will be no extra charge. The cut must not exceed one inch in length or width, and is subject to the approval of the Editor of the Directory. An example

Editor of the Directory. An example is here shown:

EVENING WISCONSIN; every evening except Sunday, and WISCONSIN, Saturdays; republican; eight pages [824; subscription—is etablished 1867; The Evening Wisconsin Co., editors and publishers; circulation—daily E, weekly E, Has varied from daily E, weekly F, age of daily during 1818, 17,748.

Display advertisements may also be inserted in the letterpress portion, on the same page with or opposite the description of the paper. One page, \$100; half-page, \$50; quarter-page, \$25. Display advertisements are accorded the best position remaining unsold at the moment the order is booked.

All orders are payable in cash when the book is delivered. but five per cent may be deducted on orders amounting to ten dollars or more if cash is sent with the order. Orders amounting to less than ten dollars must be paid for in advance.

A copy of the DIRECTORY will be sent free, carriage paid. to every advertiser whose order amounts to \$10 or more in the Address orders to

Publishers of the American Newspaper Directory, 10 Spruce Street, New York,

OUT OF PRIT

The publishers of the American Newspaper Directory have to announce that the edition for September, 1897, is exhausted=-all sold.

The revision for the December edition will be completed Oct. 15th, and the book will be ready for delivery on Wednesday, December 1st.

Advance orders secure prompt delivery.

Price Five Dollars BY MAIL, GAR-

Address

GEO. P. ROWELL & CO., Publishers, to Spruce St., New York.

THE

ABSOLUTE SUPREMACY

OF THE

Evening and Sunday Telegram

IN THE RHODE ISLAND FIELD, IN BOTH CIR-CULATION AND ADVERTISING PATRONAGE. IS

NOW UNDISPUTED

AUGUST SALES

Evening Telegram, -				-	846,586
Daily Average, -	-	-	-	-	32,561
Sunday Telegram, -	-	-	-	-	171,600
Average per Sunday,		-		-	34,320

The Advertising Record:

COMPARISONS FOR AUGUST, 1897

raid advertising in Evening and Sunday Telegram	13,004	Inches
Total, all kinds of advertising in Daily and Sunday	18,152	inches
Excess of advertising in Evening and Sunday Tele-	1,452	Inches
Total, all advertising in Evening Bulletin and Sunday	18,267	inches

A BIG FOUR MONTHS' RECORD

mat, june, juli and audust, i	037.	
Paid advertising in Evening and Sunday Telegram	91,246	inches
Total, all kinds of advertising, in Daily and Sunday	. 85,871	inches
Excess of advertising in Evening and Sunday Tele-1 gram over Daily and Sunday Journal	5,375	inches
Total, all kinds of advertising, in Evening Bulletin and Sunday Journal combined	88,438	inches
Excess of advertising in Evening and Sunday Tele- gram over Evening Bulletin and Sunday Journal combined	2,808	
Paid advertising in Sunday Telegram	23,442	inches
Total of all kinds of advertising in Sunday Journal	8,067.	inches
Excess of advertising in Sunday Telegram over Sunday Journal	15,375	inches

"Judicious Advertisers Appreciate a Good Thing."

PROVIDENCE TELEGRAM PUBLISHING CO., PROVIDENCE, R. I.

Those who would keep well informed about the

Great Municipal
Campaign

of the

City of New York

should read

THE BROOKLYN DAILY EAGLE

New York Office, 952 Broadway.

The Houston Post

A prosperous paper brings the best results to advertisers.

Houston Post

is a prosperous paper in every sense of the word. THE POST not only has the largest circulation in all South Texas, but it is a growing circulation, and the advertiser is given every opportunity of knowing

What He Pays For.

THE POST carries more advertising than any other Texas paper, and the advertisers are glad to pay the price asked because it is profitable.

The S.C. Beckwith Special Agency

The Tribune Building, New York
The Rookery, - - - Chicago

RATES FOR ADVERTISING

In The Chicago Dispatch are cheap when quantity and quality of circulation are considered.

Under the new management The Chicago Dispatch is rapidly forging to the front. It is the only recognized organ in Chicago of the Democratic party, and is indorsed by Senator J. K. Jones, Chairman of the Democratic National Committee, and by other prominent leaders.

THE DAILY DISPATCH

has a large circulation in Chicago and the surrounding towns.

THE WEEKLY DISPATCH

circulates principally in Illinois, Indiana, Michigan, Iowa and Wisconsin.

Rates in either are ten cents a line. Send orders direct or through any responsible advertising agency.

THE CHICAGO DISPATCH,

115 and 117 Fifth Avenue,

CHICAGO, ILLINOIS.

The Favorite Newspaper in Michigan

is now, and has been so for 64 years,

The Detroit Free Press

Its constituency is the home circle. It is strong there because it has always been honest, clean, progressive and earnest. It is popular with all and therefore a profitable advertising medium.

The circulation of its respective edi-

Daily, - 36,323 Sunday, - 47,331 Twice-a-Week, 100,495

Rates and sample copies on application to the home office or to

R. A. CRAIG, 41 Times Building, New York City.



HERE is a special reason why WOMANKIND pays advertisers, and that is that it enters so completely into

the daily life, the actual duties of the wife and mother. It helps her in her daily cares. It brings your announcement to her when she is thinking along practical lines. There are 60,000 paid-in-advance subscribers who read every issue of WOMANKIND — and they all have more or less money to spend. Let us send you rates

HOSTERMAN PUBLISHING COMPANY Springfield, Ohio

Papers that please, pay.

0.000 Homes Is Built Upon Merit

Unito 400,000
Represents or tions or copie

Represents only paid subscriptions or copies handled by newsdealers.

S. H. MOORE & CO., Publishers,

It's the LADIES' WORLD that has the BIG CIRCULATION.

THE LEADERS IN OHIO 1

and the newspapers named suggest strength, diversified industries and financial integrity. All are "well established," Of these newspapers to which your attention is directed, experts in advertising well agree that the "List" represents, in a new sense, the purest and most progressive and the most successful journalistic ventures to be named in their re-The Select List of Daily and Weekly, embraces the leading and best newspapers in the cities here named—the principal interior cities of the State—the feading and best in the Newspapers in the elements that most interest the advertiser. It is confidently affirmed that Ohio Newspapers, this list practically covers the great State of inland Ohio. The cities represented

spective localities. Advertisers may therefore count on fair returns for their investments.

Rates will be quoted by each member of the "List" upon application direct, and the rates are guaranteed to be as low as is consistent with sound business management.

AKRON, Beacon-Journal

papers

comprising

MASSILLON, Independent JMA, Times-Democrat **10RWALK**, Reflector MARIETTA, Register LANCASTER, Eagle MANSFIELD, News MARION. Star DEFIANCE, Republican-Express CAMBRIDGE, Jeffersonian EAST LIVERPOOL, Crisis BELLEFONTAINE, Index **BUCYRUS, Telegraph** INDLAY, Republican RONTON, Irontonian ALLIPOLIS, Journal

KENIA, Gazette and Torchlight SPRINGFIELD, Republio-Times YOUNGSTOWN. Vindicator SIDNEY, Democrat-News WOOSTER, Republican SANDUSKY, Register WARREN, Chronicle

... The Quoted Circulation of each Paper bona fide ...

HAD EXPERIENCE IN CHICAGO.

Office of THE EVANSVILLE COURIER CO. Henry C. Murphy, Vice-President and Manager. EVANSVILLE, Ind., Sept. 24, 1897. J

Editor of Printings' INK:

In your issue of September 22d I notice a
letter signed by the Evansville Journal Company, over which the head-time appears:

Large Circulation Is Not Necessarily an
Evidence of Prosperity." I wish to call attention to the fact that in our case a large circulation is an evidence of prosperity, and I believe my statement will be borne out by

every merchant in Evansville.

every merchant in Evansville.

The present proprietors of the Courier assumed charge August 26th, 1897, having purchased the Courier property at a receiver's sale. During the three odd weeks we have had the paper we have done more business than has ever been done before in its history. Our books show an increase in circulation of over four hundred, and we have not yet beover four hundred, and we have not yet begun to work the territory. The advertising has increased sixty per cent. We never claim anything that we have not, as the big advertisers here will admit. PRINTERS' INK of July 38th, when the paper was under the management of Samuel L. Look, printed the clipping to which the ?purna! refers. That circulation has now been materially increased. When rivals, stung by the lash of competition, of which they knew nothing heretofore, write such a letter and then announce they are not kicking, it would seem to indicate a are not kicking, it would seem to indicate a remarkable condition of affairs.

No matter what the strength of a paper is in a community, money behind it is always requisite to accomplish proper results. The requisite to accomplish proper results. The trouble with the old Conview was that it had not sufficient financial backing. Up to two years ago the paper was sadly mismanaged. Since that time it has made rapid progress, but it had to overcome a deficit heaped up during, a long period of failure. The paper is now in the hands of men who are able to push it. They have had newspaper experience in Chicago and other cities, and their financial backing is of the very best. Yours very truly,

Henry C. Murphy, Mgr.

IN THE ADIRONDACKS.



Leander, 'tis said, was nightly wont To darkly cross the Hellespont.

But he got drowned. -Lord Byron.

THE miller's advertisement must be floury in one sense.

IS IT BAD? NEW YORK, Sept. 27, 1897.

Editor of PRINTERS' INK :

I inclose portion of an ad of Hall's Catarrh Cure. Don't you think it poor policy to

Deafness Cannot Be Cured

by local applications, as they cannot reach the dis-eased portion of the ear. There is only one way to cure deafness, and that is by constitutional remedies. Deafness is caused by an inflamed condition of the nucous lining of the Eustachian Tube. When this

head an ad of a professed deafness cure with the words "Deafness Can Not Be Cured"? Or does it perhaps add to the attracting power of the ad to deaf people? H. M. C.

IN EAU CLAIRE.

EAU CLAIRE, Wis., Sept. 22, 1897.

Editor of PRINTERS' INK :

A dry goods window is dressed to represent A dry goods window is dressed to represent a fishing pond, and the following cards are used: "Use a \$ for bait, and see how quick we'll bite." "Catch the drift of what's going on by these hints." "Are you going fishing? You can catch your money's worth right here." "Our store is a sea of bargains." A confectioner's window, dressed to gains." A confectioner's window, dressed to represent a harvest scene, with a miniature thrashing machine and crew, run by electricity, attracted much attention. A milliner, to announce his fall opening, had two pedestals built on edge of the sidewalk, and had them decorated with potted plants and incandescent lights. A crockery company advertises that its "line of popular-priced lamps and lamp globes will be a boon to the seeker after more light." A fur garment manufacturer has made a creat success by giving an exhibit has made a great success by giving an exhibit of furs at the country fairs held in the immediate vicinity. "There are no flies on the Dunn Country fair" is the legend on a fly-net worn by farmers' horses.

C. D.

IN PHILADELPHIA.

PHILADELPHIA, Sept. 27, 1897.

Editor of PRINTERS' INK :

"The Black Hussar at the Grand Opera House" is advertised by ten cavalrymen riding through the streets, single file, amnounc-ing the opera from banners carried. A news-paper offers \$450 in prizes to the best guesspaper oners ago in prizes to the best guess-ers of rebuses representing cities, prominent men, plays, novels, etc., a. l.: Judge. The entire front of Wm. H. Wanamaker's cloth-ing establishment is decorated with miniature

ing establishment is decorated with miniature wheat sheaves, upon which appearsigns such as "Harvest is over," "The whole world wants our wheat," "Dollar wheat means good times," and so on.
"Royal Sport, I Warrant You," from the publishing department of Strawbridge & Clothier, is displayed in their window surrounded by trophies of the hunt brought down by its author, the well-known grocer, Mr. Thomas Martindale, "Why Pay More?" is the wife-ticket mottoof a cutartice senter. is the price-ticket motion of a cut-price gents; furnishing goods house. "Velutina, Won-derfully Like Silk Velvet," is displayed in pretty boxes in dry goods store windows, the various shades being accompanied by handvarious shades being accompanied by hand-some lithographed dress patterns. A patent-ed seat for the use of window cleaners, the practicability of which is illustrated by a figure of a housemaid in wax with chamois in hand, is on exhibition at Wanamaker's. A little girl with a sad face attracts attention on the main streets from a sign she carries which crudely says, "Please Give My Papa Work," and the father walks at her side.

"No Lunch for Kettle Trade" appears on a saloon front. Gimbel Bros. evince charac-teristic enterprise in having their lace buyer, Miss Rose Saltz, who formerly served in that capacity for Stern Bros., of New York, indite a neatly engraved letter, dated and mailed from their Paris office, personally to each lady customer in Philadelphia, advising them of what is being worn in these goods abroad and inviting them to inspect what she has procured on her return. Pond's Extract bicycle stands are frequent at drug stores.
"Trading Stamps Given Here" is a sign gradually making its appearance at small business houses.

F. A. PARTENHEIMER.

IN THREE YEARS.

Offices of THE PURITANA COMPOUND CO. CONCORD, N. H., Aug. 20, 1897. Editor of PRINTERS' INK :

Warner's Safe Kidney and Liver Cure-changed to Warner's Safe Cure-was put on the market September, 1870. Until January, the market September, 1870. Until January, 1882, the sales were not large, but from January, 1882, the sales wore not large, but from January, 1882, until July, 1882, the sales of the medicine were in excess of the amount paid by H. H. Warner & Co. for advertising from September, 1870, until July 1, 1882. From the above you will observe it did not require three years for Warner's Safe Cure to become a success and a return of all moneys expended for advertising during that period. expended for advertising during that period.

A CURIOSITY.

CHICAGO, Sept. 20, 1807.

Editor of PRINTERS' INK : I inclose a curiosity from the Times-



Herad of yesterday, which you can add to your collection. your collection.

ONE REASON OF ITS GROWTH. No doubt one reason of the great growth of advertising in recent years is that business men, having learned to appreciate its value, are more careful than they used to be in keeping faith with the public and living up to their advertisements. In these days of to their advertisements. In these days of sharp competition a merchant who should break faith with the public by advertising one thing or one price and offering another would soon find the public letting him severely alone. A shrewd advertiser would almost as soon let his note go to protest as not live up to his ad.—Indianapo is Journal.

THE BAKER CHOCOLATE BUSINESS SOLD.

An arrangement has been made by the executors of the estate of Henry L. Pierce by which the large chocolate business of Walter Baker & Co., limited, Dorchester, Mass., has been disposed of to a syndicate at a price understood to be somewhat under \$5,000,000\$. Of this sum it is said that \$3,000,000\$ is to be a cash payment, and that the remainder is to be provided for by the issue of bonds to the amount of nearly \$2,000,000\$. While there was no absolute necessity for selling the business, it is stated that the Massachusetts General Hospital and the Massachusetts General Hospital and the residuary legatees, desired the prompt closing of the estate by the executors, because the hospital authorities think they could later. Therefore, as the matter was left to the discretion of the executors, the sale was made and the estate ecutors, the sale was made and the estate will be closed .- Supp y World for Septem-

HUMORS OF MODERN ADVERTISING.

An English umbrella manufacturer says in his advertisements: "I hail all storms with nis advertisements: "I hail all storms with pleasure and I bless the longest reign," and the double pun excites the admiration of his countrymen, who are partial to verbal ec-centricities of that kind. Another English-man drops into flowing verse and thus eulo-gizes the clothes he sells:

Whether it's cold or whether it's hot,

We must weather it whether or not We have suits that are warm and suits like a feather,

And suits that are suited for all sorts of weather."

The proprietors of Brooke's Soap have also blossomed forth into poetry and accompany a picture of their celebrated monkey with the following:

" My friends know well my name is BROOKE, and yet, on every hand, h great familiarity I'm called OLD MONKEY BRAND,

And when they see me advertised, in vari-

ous change of pose,
They smile as they remember that I
WON'T WASH CLOTHES!"

WON'T WASH CLOTHES!"

WON'T WASH CLOTHES!"

Auther a grim kind of humor was that indulged in by the Western undertaker who added at the end of his advertisements the single yet significant line: "No complaints from our customers." The dentist who advertised that he could "look down in the mouth and be happy" probably saw more fun in the assertion than his prospective customers would, and the shoe dealer who started his ad with the thrilling caption, "A Time To Try Men's Soles," probably offended as many people as he pleased.

A photographer wittily advertises that his is "a developing business," and a banker has on his business card: "Principal is the principal thing and a great source of interest."

A baker uses the catchy couplet:
"The staff of life I do supply—

" The staff of life I do supply You lean on it and so must I," and the owners of a patent insect destroyer are guilty of the following:

Little doggie had a flea; What a wretched dog was he! Master tried some Thurmeline; Happier doggie ne'er was seen."

ADVERTISING of face powder must not be

IN KANSAS.

Торвка, Кап., Sept. 25, 1897.

Editor of PRINTERS' INK :

A Kansas storekeeper has in his window a barrel full of suspenders and a sign, "Suspenders 25 cents. They are worth 25 cents. We could not sell them for less if you took the whole barrelful." Another has a sign, "Everything in this store for sale except the proprietor." A druggist fills his show window with many combs of many colors, and puts over them:

"Red combs for red hair, Black combs for black hair, Brown combs for brown hair, White combs for white hair."

A large "yellow kid" with a sign: "I am a back number, but the things inside are all up to date." L. S. Roby.

IN BOSTON.

BOSTON, Mass., Sept. 21, 1897.

Editor of PRINTERS' INK :

The accompanying schedule of advertising business carried by each of the Boston daily papers for the week beginning Tuesday, HE SHOUTED LOUD.

PHILADELPHIA, Sept. 24, 1897.

Editor of PRINTERS' INK:

Your editorial quotation of "It's not how loud you shout, but how many hear you," reminds me of the advice I once heard a solicitor, who is a veritable encyclopedia on advertising, give a new advertiser. The ad was ready for the composing-room and the client was doubtful as to the space it should occupy when his helper said: "If you were to go out on the street and say 'Hello' mildly, the chances are that no more than two or three persons would hear you; while, on the other hand, should you shout at the top of your voice 'HELLO,' probably considerably over a hundred people would be attracted. I would therefore advise that it be placed across two columns at least." It was published next day four hundred lines deep across four columns, and the inference of wisdom in this advice is evident in the fact that the success of this first "shout" in advertising has been followed by, perhaps, not as large, but "across column" ads ever since, and the man who is one of the largest advertisers today is thankful that he was started right.

F. A. Paktinhelmer.

Wed. Fri. Tues. Th. Sat. Sun. Mon. Total. 6,827 6,910 8,095 10,906 8,240 9,209 42,990 93,177 Herald. 7,026 7,937 8,130 8,021 37,070 0,963 7.325 5,454 9,105 Post ... 4,446 4,653 4,335 6,340 4,080 36,449 3,400 3,418 4,182 6,092 2,655 32,250 3,311 3,534 3,562 3,481 3,825 no issue. 4,892 4,094 4,196 6,396 4,800 18,467 Record..... 2,280 6,632 no issue. 2,237 Traveler..... 8,555 no issue. 39,683 6,539 5,563 Transcript..... 10,566 4,496 no issue. 51,855 5,943 21,427 5,523

The above table shows the number of agate lines of advertising matter in all the Boston papers for week beginning Tuesday, Sept. 14, 1897.

Sept. 14, will, I believe, prove interesting to a great many readers of PRINTERS' INK. In a compilation of this kind it is, of

In a compilation of this kind it is, of course, impossible to show the character of the advertising each paper enjoys, it being a condition here, as in most cities, that each paper has a field in which it surpasses its competitors, and naturally secures a larger amount of business adapted to its clientele than they, and which only an examination of its advertising columns will show.

The Globe and the Herald are the two pa-

The Globe and the Herald are the two papers having the widest distribution throughout the New England States; each secures a good portion of all the business placed and the bulk of the classified ads.

The fourmal's circulation is apparently greatest in the adjoining States, and it seems to have all the advertising patronage it is entitled to.

The Post covers the local field very thoroughly mornings, and the Record and Traveler do the same, to a lesser degree, evenings.

The /rasscript is unique. A three-cent paper, it possesses a very moderate circulation; but as that circulation is mostly in the Back Bay, among the best buyers, the paper carries a large amount of advertising.

The Advertiser is a purely financial and mercantile sheet with very limited circulation and contains little advertising.

tion and contains little advertusing.

I have not touched on circulation figures, as it is my belief that the American Newspaper Directory has them approximated as nearly as is possible. Respectfully,

F. WILSON.

An amusement ad need not necessarily

IN CHARLESTON, ILL.

CHARLESTON, Ill., Sept. 18, 1897. Editor of PRINTERS' INK:

Some funny things will happen in the hurry of making up the forms in a rush, as

ECONOMY in taking Hood's Sarsaparilla, because "100 doses one dollar" is peculiar to and true only of the One True BLOOD Purifier.

DON'T TAKE MEDICINE, STUDY What To Ear

"The One Great Feed Hagainse is the World."
Being an authority upon What to Eat, When to
Eat. How to Cook, How to Serve, How to Entertain, Table Decorations, and Furnishings,
Special articles devoted to Invalids and Dyspreptics.

Sample Copy, 10 Cents; \$1.00 a Tear. GOOD AGENTS WANTED,

Address

WHAT TO EAT,

notice the accidental position of the two ads on inclosed clipping from the Herald. Yours truly, Thos. E. Craig, An admirer and close reader of the Little

n admirer and close reader of the Litt Schoolmaster,

STEREOTYPING MACHINERY.

POTTER JOB STEREOTYPING OUTFIT saves big money, pays for itself in 90 days. Every big printing office should have one. Booklet free. B. F. CURTIS, 150 Worth St., New York.

ADVERTISING NOVELTIES.

Tolk the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

MAIL ORDERS.

D EST illustrated catalogue for the mail-order business ever issued. Send for sample and terms to T. J. CAREY & Co., mail-order book mfrs., is City Hall Place, New York.

SPECIAL NOTICE.

TO Manufacturers of Specialties—Have good premium plan; will induce dealers to order goods. No investment necessary. Address LEWIS SAXBY, 106 Gerken Bidg., New York City.

FOR RENT.

WE have for rent, at 10 Spruce St., two connecting offices, one large and one small. They are well lighted and the pleasantest offices in the building. Size of large room, about 2923; smaller, 19215. If wanting such offices call and talk about price, etc. Will be fitted up to sult. Address GEO. P. ROWELL & CO.

ELECTROTYPES.

C ETTING advertisements to make them stand of same is a line in which I am unapproached by of same is a line in which I am unapproached by contain numerous samples of my work. Let me set your next adv., whether it be for an inch or a page. I can suit you. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Space St., N. Y. City.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water Street, New York.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L't'd, 10 Spruce St., New York, Special prices to cash buyers.

PRINTERS.

THE LOTUS PRESS, artistic printers, 140 W. 23d St., N. Y. City. Send for our booklet.

DEPARTMENT of Profitable Publicity of the W. B. Conkey Co., E. A. WHEATLEY, Di-rector, 341-351 Dearborn St., Chicago.

A LL the borders and type used in PRINTERS' INK are at the disposal of people who have their advertisements put in type by me. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

PARTIES hiring monthly publications printed, both composition and press-work, can make a large saving by addressing the FARKER PUB. CO., Cooperstown, N. Y. Reasons: No rent, low wages, new fast presses, latest style of linotype, low cost of living.

W E do nest, plain, attractive printing. Catar-logues, bookiets, pamphiets, circular-cards, etc., executed in the finest style. When you want a good job-one that you want people to look at and read—come to us. PRINTERS' INK 'PRESS, 10 Spruce St., New Tork.

SPECIAL AGENTS.

I Fyou are thinking about having your paper represented in the Eastern advertising field consult H. D. LA COSTE, 38 Park Row, New York. Special Newspaper Representative.

PRESS CLIPPINGS.

MANHATTAN PRESS CLIPPING BUREAU, No. 2 West 14th St., N. Y. Press Clippings for trade journals; all subjects; best facilities.

ADVERTISING AGENCIES.

F you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

NO medium to favor. No fake to belster up.
Just our client's ax to grind. THE WHITMAN COMPANY, 37 Nassau St., New York.

POSTERS.

WE engrave, print and ship you posters on 36-pound paper, one color ink, for 1 cent a sheet in 1,000 lots. Special design, no pictorial. One-third cash, balance c, o. d. Samples for 6 cents. RAMBEY POSTER PRINT, Lexington, Ky.

CIRCULAR LETTERS,

CHAS. A. FOYER CO., Times B'dg., Chicago, produces fac-imile typewritten circular letters by the thousand or million. Best work, lowest prices. Samples free.

FOR SALE.

MIDDLE-STATE daily; paying, prosperous condition. Ill health of proprietor. Splendid territory. Only daily, ind'p't. "C.," Printers' lnk.

COR SALE—A first-class weekly newspaper and job printing office, with good patronage. Good reason for selling. Address Box 6, Web-

THE WALLINGFORD TIMES plant, Wallingford, Conn., to be sold on reasonable terms.

Address C. H. TIBBITS or C. A. HARRISON, Wallingford, Conn.

FOR SALE—Control of the largest printing and newspaper plant within radius of 35 miles N. Y. (city excluded). Fully equipped for a large business. Address "OF.," care Printers' lnk.

OPPORTUNITY for investment. Interest in daily and weekly newspaper and job piant in Western city. Fine opening for man in business department. Address "B. C.," Printers Ink.

A HALF interest in the Charles City Intelligea-cer for sale at a reasonable price; easy terms. Fine equipment, old established business and a good paying investment. Reason for selling, other interests. Write quick, Address ARTHUE L. OLDS, Charles City, Iowa.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE. Copy free. 271 Broadway, New York.

40 WORDS, 5 times, 25 cts. ENTERPRISE Brockton, Mass. Circulation 7,000.

METROPOLITAN AND RURAL HOME, of N.Y Great adv'g medium. 500,000 mo. Rate \$2

A DVERTISERS' GUIDE, New Market, N. J. 7c. line. Circ'u 3,500. Close 24th. Sample free.

W HEELING NEWS, 7,500 daily. Only English eve's paper in city 40,000. LA COSTE, N. Y.

A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

ARGEST circulation of any daily newspaper in Williamsport, the GASETTE and BULLETIN; 6,000 D., 4,000 W. LA COSTE, New York.

\$10.00 CASH buys a 20-word ad for one year in the HARDWARE DEALERS' MAGAEINE, including annual subscription.

\$1.00 CASH buys a 20-word ad for one month in the HARDWARE DEALERS' MAGAZINE. Circulation exceeds 10,000 copies.

DATTON (Ohio) MORNING THESE and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods. LA COSTE, New York.

THE PIQUA CALL "wante" advertisers who want results. Larger circ. than all other Piqua dailies combined. LA COSTE, New York.

L EADING newspapers in Southwestern Ohio (outside Cincinnati), Dayton MORNING THES and EVENING NEWS, 14,000 daily. LA COSTE, N. Y. DUBLISHED 23 to 78 years, they have the loving confidence of over 240,000 religious homes. Write to THE RELIGIOUS PRESS ASSOCIATION, Philadelphia, Pa.

If you are a manufacturer and desire to reach the largest retail trade, advertise in the DE-PARTMENT STORE JOUNNAL and GENERAL STORE REVIEW, monthly, \$1 per year, \$71 Broadway, N.Y.

THE circulation of the DAILY GAZETTE, of Schenectady, N. Y., has averaged 3,465 dur-ing the past eight months, and is still growing. Circulation larger than all other Schenectady dailies combined.

THE TIMES-UNION, of Albany, N. Y., is the leading paper of the capital city. Its paid circulation is larger than that of all the other Albany dailies combined. As an advertising medium it is unequaled. JOHN H. FARRELL, editor and proprietor.

300,000 COPIES guaranteed circulation manac and Memorandum Book. Haif page in the self-based Lippman's Almanac and Memorandum Book Haif page in the self-based self-b

BROS., Lippman & BIOCE, SAVANNAH, GA.

A This city of Savannah is one of the most important in the South. Its field is large, having a regular daily seemable like with the south of the Savannah is one of the most important of the same lipper with the same lipper with the savent large, and the savent large with the savent large, and the savent large large with the savent large herritory.

NEW YORK MUSICAL ECHO CO., 163 Congress
St., Savannah, Ga.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. V.

ADVERTISEMENT CONSTRUCTORS. DIXEY.

66 A SK LEWIS ABOUT IT."

EWIS makes medical ads pay.

CLARENCE F. CHATFIELD, 179 Front St., Owego, Tioga Co., N. Y.

CHARLES J. ZINGG, Farmington, Maine. Writing and printing for advertisers.

GILLAM & SHAUGHNESSY, Advertisers, 623 & 624 Temple Court, New York, Write.

L ET me show you what I've been doing. JED SCARBORO, 30 Morton St., Brooklyn. IF you advertise, drop a postal to THE WHIT-MAN COMPANY, 37 Nassau St., New York.

A. WHEATLEY, effective advertising 341 Dearborn St., Chicago. New York office, 114 Fifth Ave

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

THE REASON.

If your advertising doesn't bring the results you the training doesn't bring the results you the training to the facts of your business. The right sort of advertising rets inside the bones of a business at a dissert from "snap-shot" advertising requires more thought, is more carefully simed and more likely to hit. Advertising that hits is the only kind I care to do. If it's what you wait, writed to me. I dean, plans, writing, illustrating and printing for advertisers, 100 Nassau St., New York. THE REASON.

A DVERTISING written for dry goods retailers by a competent and experienced business writer. Address DkY GOODS REPORTER CO., 23 Fifth Ave., Chicago.

66' I'HE effective advertising man is not a freak; he is a business man with a natural inclination toward the 'public seeing' side of your business."—LEWIS.

A NY one desiring advertising work and who will write detailing his situation, I will make a special offer. Booklets and folders, specialities. Photographs to illustrate advertising matter, as showing new articles or how to use them, and also pretty and striking photographs to attract attention, I am devoting much time to, and have moved to quarters suitable for this work. Specimens and full particular; to boms fide advertisers. R. L. CURRAN, 1888 Broadway, New York.

EDITORS OF ADVERTISING.

Business men sometimes feel that they can not afford to engage professional help in the writing of their advertisitg. \$25 or more for writing a booklet may seem to

g53 or more for writing a bookiet may seem to them a fancy price. Moses & Holm have a proposition to make to those men, and that proposition is this: Go ahead and prepare your own matter for a booklet, and then read it over carefully.

If it is not as bright and pointed and snappy and plain as you wish it to be, send the manu-script to Moses & Helm, with a check for \$10, and they will edit the our

and pash as you wish to be one sent the manuscript to Moses & Helm, with a check for \$10, and represented the property of the control of the property of the p

MOSES & HELM, Writers and Illustrators of Advertising. Business Promoters. Designers and Engravers for Advertisers. Catalogue Makers. 111 Nassau St., New York City.

MY HEART IS IN MY BUSINESS. I had rather write good advertising and plan business enterprises than do any-thing else I know of. The greatest en-joyment I have is in seeing my work bring prosperity to the business of my clients. MY HEART IS IN MY BUSINESS. OO

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bring prosperity to the business of my clients.

It is certain that a man can usually do best the work that he likes best. My love for my business helps me to put sary snap and drawing power to make them good trade producers.

It does not matter how difficult your business is to push; I believe I can help it by infusing into it the enthusiasm archiems which I undertake to solve. The live I can suggest that it is not a considerable to the producers of the man which I undertake to solve. I believe I can make any business successful that is not already oness successful that is not already oness successful that is not already and everal businesses out of the very jaws of death.

I do work on several plans, because no one plan will best final kinds of business. I undoubtedly have a plan If you will write to me I will explain everything.

Yours for more businesse through bet-00

ryou will write to the I will explain everything. Yours for more business through bet-ter advertising, CHAS F. JONES, Suite 101, World Building, New York City. PICKING UP AND USING IDEAS.

A friend sent a good idea to the late Bill Nye, who said it was a good thought. "But," he said, "you want to make it read this way," and he twisted it around so that there was a ring to it which made it worth a hundred times more than when the friend brought it to him. When we are able to pick up good ideas in any place we may happen to find them, and put them to use in our own work, we have a very good chance of winning success.—Ad Sense.

AN INVITATION THEY CAN NOT MISS.

These are the opening days in various re-tail establishments, notably those devoted to outer feminine wear—men are rarely com-plimented with opening days—and such events, once altogether exclusive, are virtu-ally annual exhibitions for all the people of all that is new and beautiful in autumnal garbs. Invitations might go astray under the old plan. The new style of general and cordial invitations to all through the newspaper press can not possibly miss anybody.—
Philadelphia Record.

MICE IN BIG DEMAND.

Not a little attention has been attracted recently by the advertisement of a Westfield, Mass., firm, offering five cents each for live mice in any quantity. So badly are the mice wanted by the concern that the offer was soon afterwards raised to ten cents. Some weeks ago a shoe dealer arranged in his window an exhibition of live mice and a teeter board. mouse running up the little board would inmouse running up the little board would in-cline it in the opposite direction, and as the lively little creatures scampered back and forth over the board it would be almost con-tinuously teetering. The show attracted at-tention, and other inventive minds saw its tinuously teetering. In e snow attracted attention, and other inventive minds saw its possibilities as an advertising scheme and improved on it by replacing the teeter board by an inclined disk, which rotated rapidly when the mice ran over its surface. From the disk was evolved a hat or umbrella teetothe disk was evolved a hat or umbrella teeto-tum. This is the most advanced stage. A toy company quickly saw its possibilities, and arranged to put the thing on the market. An agent with a sample case of the attrac-tions was sent to the large cities of the Cen-tral and Middle States, and he had but to show it to make a sale. The company now has orders far beyond its powers, the chief cause of delay being the scarcity of mice. That is why the price of the rodents is quot-dated as ten cents in Westfield, with the market ed at ten cents in Westfield, with the market bullish.—New York Sun.

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance. WANTS.

WANTED - Patent medicines from editors.

JOHN L. BAY & CO., Albertville, Ala.

A DVERTISING man, writer and solicitor open for engagement. "B. N.," care Printers' Ink. PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

WANTED-Printers to try our half-tones. One col., \$1; 2 cols., \$2. BUCHER EN-GRAVING CO., Columbus, Ohio.

THANKSGIVING editions—Prepare now. Get proofs of our specialties. HARPER ILLUS-TRATING SYNDICATE, Columbus, O.

A GENTS wanted. Free samples. One of our agents earned \$4,300, several over \$1,000 in 1896. "FACTORY," P. O. 1871, New York.

E DITOR largely circulated Sunday paper wants connection with reputable country daily; 15 yrs. exp.; state salary. "J.," Box 658, Athens, Pa. HALF-TONES that please. Don't throw away
money, but get our prices before you buy.
HARPI-R ILLUSTRATING SYNDIOATE, Columbus, Ohlo.

LITHO-TINT PLATES — Lithography successfully imitated. Proofs to printers only on request. HARPER ILLUSTRATING SYNDICATE, Columbus, O.

THOROUGHLY restable reporter and all-round newspaper man desires situation. First-class references. Address "REPORTER," care Printers' ink.

M INIATURE Silhouette Cuts—Set of six free with 75c, subscription; 12 new series. Sam-ple paper and offer for stamp. ADVERTISING WORLD, Columbus, O.

A RT designs for stationery. New. Sold on syndicate plan-one-third usual prices. Proofs to printers only on request. HARPER ILLUSTRATING SYNDICATE, Columbus, O.

('ALENDARS for '98. Print 'em yourself. We furnish plates for backs and pads. New, ar-tistic, cheap. Proofs on request. HARPER IL-LUSTRATING SYNDICATE, Columbus, O.

WANTED—Advertisers to know that the News, Sunday and Weekly, has been in existence for ib years. Sunday, 2 cents a copy; weekly, 59 cents a year. Reaches best homes. Rates 30c. inch. Write C. M. SHAFFER & CO., Youngstown, O.

\$7,800 GIVEN away to persons making the the phrase, "Patent Attorney Wedderburn." For full particulars write the NATIONAL RECORDER, Washington, D. C., for sample copy containing same.

Q\$\$\$\$\$\$\$\$ PUBLISHERS.

89988888 If you wish to attract advertisers to your paper, improve its appearance permanently by an artistic heading. Sketch of handsome design submitted on approval.

W. MOSELEY, S Hill St. Eigin, III.

\$68**888**8888**888888888888888888888**8888

W HO can do it! We want written for us a so-ries of six letters treating of a business sub-ject, but written in an interesting style—humo-ous if possible. The object is to fix upon the minds of possible purchasers among wholesale deaters in certain lines the name of our product, and to strengthen the impression now being made by scattering calls for our goods. Write us. G. B. C. O., Frinter's Ink.

W. ANTED—The address of a newspaper pub-lisher who keeps a record of his issues and la willing to make the exact figures public, and who has at any time had any trouble or difficul-ican Newspaper Directory without be difficul-ican Newspaper Directory without the expend-tion of a cent for advertising in the Di-rectory or for any other item beyond a post-age stamp on the envelope that conveyed by mail his true statement bearing date and sugna-link, is Spruce St., New York City.

INK, 10 Spruce St., New York City.

W ANTED—A missionary to labor with the American Tract Society—after that Society has overhauled its elevator system, with a view of postponing a fifth catastrophe—and induce the Society to look at the death trap it at present maintains in its Spruce street sidewalk. When the pit is not open the cavernous mouth is when the pit is not open the cavernous mouth is and so warped out of shape that it is almost a miracle that some woman or girl employed in the neighborhood has not yet broken or dislocated a leg by slipping through. All protests have been unavailing for a correction of the evil. A suitable salary will be paid to a good man who dress, with references, PRINTERS' INK, 19 Spruce St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

DEST collection of advertising cuts in U. S. Catalogue, 10c. THE SPATULA, Boston.

H. SENIOR & CO., Wood Engravers, 10 Spruce S., New York. Service good and prompt.

Out In Sunny

body reads it and talks about it. This remarkable weekly par the West; it has the fastest press in Kansas; it is the onner trations and cartoons than all the other newspapers in Kansabin to-date style of handling news and comment is the talk of tat than any other newspaper in Kansas, and it is more freely d able newspaper, which, by the way, is The Topeka Mail, ma It was established twenty-seven years ago, but not until thas The American Newspaper Directory tells very forcibly thery The Mail a circulation of 900; in 1894 it was accorded is in Directory of January, 1897, accords it 8,220. At the present greater than any other weekly publication in Kansas, area Nebraska, Iowa, Missouri, Colorado, Arkansas or Texas. M "want" advertisements than any other weekly newspaper in er the official publication of all State advertisements and proofic the wealthiest in Kansas. It is the organ of the best familial than any other publication-daily, weekly or monthly. It ill e cities of the State, and is mailed regularly to nearly 1,000stgeneral advertiser that that kind of a publication makes a while is the time to reach out for Kansas busi-

is the time to reach out for Kansas business. A more favorable field was never offered. The farmers have bushels of money, and the people who have the money are the people who read *The Mail*. Let us send you rates. They're low enough for any reasonable man.

The

ARTI

Kansas

There is a remarkable weekly newspaper. Maybe **you** haven't heard of it, but in Kansas, every-

eekly paper was the first to introduce typesetting machines in e onner in Kansas which employs artists, and it uses more illusansabined. It employs the ablest writers, and its breezy and upof state. It spends more money for attractive news features eely of than any other publication in the West. This remarkail, nade marvelous strides in circulation in the last four years. til has The Mail known as anything more than a local paper. y there of its rapid growth. The Directory of 1893 accorded ed 15 in 1895 it advanced to 2,210; in 1896 to 4,516, and the research the circulation of The Mail exceeds 10,000—guaranteed s, areater than any other exclusive weekly in the States of s. Mail is always crowded with advertising. It prints more er in erica. Last year it was elected the official State paper for proctions. It is now the official paper of the capital county amili Kansas, and it is read every week in more Kansas homes It is every Saturday by newsboys in forty-eight of the largest ,ocest-offices in Kansas. It is probably unnecessary to tell the a whle medium. In Kansas there is none better. And now

Topeka Mail

TIR CAPPER, Publisher and Proprietor.

PRINTERS' INK

A JOURNAL POR ADVERTISERS.

The same of every Wednesday. Ten cents a copy, Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers. If For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January ist, 1801) the end of the century. Doeslike it is least a new edition of five hundred copies for \$30, or a larger number at same rate. If Publishers desiring to subscribe for Paintens Ink for the benefit of advg. patrons may, on application, obtain special confidential terms. If if any person who has not paid for it is resulted in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.
PRTER DOUGAN, Manager of Advertising and
Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET. LONDON AGENT, F. W. SEARS, 108 Fleet St.

NEW YORK, OCTOBER 6, 1897.

It's a hard job to make others believe in goods you don't believe in yourself.

 THE ads appearing in a paper are a pretty good indication of its value and character.

THE man who talks most about hard times is usually one who does the least advertising.

THE only thing about an ad to have a cheap look should be the prices quoted in it.

THE use of slang in advertising is not usually to be commended, but it may occasionally serve to sharpen a point.

BOLD outline cuts are the only ones that always show up well, no matter how flimsy the paper upon which they may be printed.

WOULD the establishment of a parcels post benefit mail-order advertisers to any appreciable extent? PRINTERS' INK solicits the opinions of advertisers in this line of business.

THE man who writes the advertisements of the C. B. Cottrell & Sons Co., New York, manufacturers of printing presses, certainly knows how to get up a convincing and attractive circular.

A CITIZEN of Toronto, one competent to speak with authority on the subject, says that the Toronto Globe is by all odds the best daily in Toronto, but the Evening Telegram is the paper having the "Want" ads.

THE Atlantic Monthly celebrates the fortieth anniversary of its birth with its October number. During the almost half century of its existence, this publication has represented the highest ideals and aspirations in American literature. The best efforts of our intellectual glants have appeared in it. The constituency of the Atlantic is undoubtedly the most discriminating in America so far as "mere literature" is concerned.

THE Dixie Medicine Co., of Augusta, Ga., manufacturers of the Dixie Tasteless Chill Tonic, issue as an advertisement a "family wash list." It consists of a long booklet, each page of which has a perforated line in the cen-On the left of this line is a list of household articles labeled "List to be Retained," while on the right is a duplicate list labeled "List to be Sent Out." which is to be given to the washerwoman when she takes the clothes away. On the back of each of the pages an advertisement of the company's medicine appears. The article is an attractive advertising novelty.

FROM a green retreat in the Adirondack forests, one whose first name suggests classic Greece and whose surname goes to remind one that "the trail of the surpent is over us all,' lately wrote to the Special Agents' newspaper to express wonder that the publishers of the American Newspaper Directory do not institute libel suits when reckless and dishonest newspapers accuse them of lying, perjury, blackmail and similar crimes with which they themselves seek to become familiar because they hope to practice them at home. The fact that the Directory publishers did institute legal proceedings in the only case of a responsible paper that ever came to their notice, and that the said paper "took water," seemed to be forgotten or ignored by the correspondent from the backwoods.

It is rarely possible to introduce a product into the markets of the entire country at once. A start must be made at one or more points, broadening out as fast as facilities will permit. The metropolitan daily is the only medium by means of which the articles can be described and advertised in the broadest sense of the word, and which confines its effect to a limited territory.

—Advertising Experience.

THE best advertisers are advertisers journal and the discriminating clienof the best things.

THE men who can do a given thing better than everybody else are the men who are most sought after in the business world.

FRANK HOPKINSON SMITH once said of Charles A. Dana of the New York Sun: "I have never seen Mr. Dana in any company where he did not instantly stand forth as the chief person in that company."

PRINTERS' INK has a new baby. It is called Ads, and is published at the Mammoth Building in Louisville, Ky., by H. M. Caldwell at 5 cents a copy or 50 cents a year. With good nursing it may develop into a very creditable infant.

THERE is a rumor among advertis-ing men that Mr. Manley M. Gillam is to become advertising manager of Gimbel Brothers, succeeding Mr. J. M. Ferris, who is now serving in that capacity for Wanamaker's New York In such event a warm welcome awaits his return to the early success he made with John Wanamaker's first announcements through newspapers.

MANY advertisers find the "help wanted" columns of papers having a large want patronage profitable for other than "help wanted" ads. This is explained by the fact that hosts of people having positions read these announcements in search of better ones, so that it is a question if, after all, the want columns are not perused by more people who have money to spend than by those who lack this essential requirement of good customers.

IT is generally recognized that the New York Times has undergone a marked increase in circulation within the last twelve months. This is noteworthy when it is recalled that the past year was one of the most disastrous in the history of American newspapers; when those who did not heavy losses in circulation deemed themselves fortunate in being able to hold what they had. When the present publisher of the New York Times assumed the direction of its affairs, he did not find the circulation in a healthy condition. He was deterred reason of the special character of his gas as fuel over wood and coal.

tele it already possessed, as such a course would alienate the support of the Times readers. The giving of premiums, guessing contests and schemes of this kind which are adopted by many newspaper publishers as inducements to increased circulation were devices out of the question so far as the Times was concerned. Such offers would not only fail to secure new readers for such a paper as the Times, but they would drive away the old ones, So the management proceeded to improve the paper in order to make it more desirable. Trusting to an intelligent public to appreciate high standards, it introduced better paper, better press-work, more suitable type, a greater variety and a better quality of contents, and above all, strict insistence upon absolutely trustworthy and impartial news reports, and a rigid maintenance of its apt motto, "All the news that's fit to print." These were the things offered to secure more readers, and that this plan has succeeded there The increase in circulais no doubt. tion has been due to the merit of the newspaper and the public's appreciation of the fact. In this respect, the development of the circulation of the Times is remarkable in the history of American newspapers. We do not recall an instance where notable gain of circulation was secured in so short a time except by catch-penny schemes, The result illustrates strikingly what may be accomplished by a clean, progressive newspaper. To build up by such methods is an inspiration and example to decent journalism everywhere.

> Every day, out of Somebody's Kitchen, the economical Gas stove is elbowing the extravagant coalrange. WHY NOT OUT OF YOURS? AND WHY NOT DAY?

THE gas company that supplies New York with gas is advertising in the from employing gift enterprises by metropolitan papers the advantage of

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising. BY CHAS. F. JONES.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care Printers' Ink.

Bentley, Bass & Co., of Temple, Texas, for whom Mr. H W. Spear is advertising manager, sends us another series of advertisements, which are excellent. This firm seem to get bet-ter display in their advertising than any we have seen lately in any of the ordinary Texas newspapers.

Proper display in most papers is a very necessary thing. In many of the large cities, such as New York, Philadelphia, and particularly Chicago, the newspapers are printed so well and on such a quality of paper that the display is not an absolute necessity. type used, the ink and press-work are tion. usually good, and an advertisement attype. In the ordinary newspaper, however, published in most cities or towns, display is usually necessary, because without it the advertisement would have no eye-catching quality at Bentley, Bass & Co. not only get good display, but they word their advertisements nicely. Here are two clippings from their advertising which Mr. Spear tells me are original:

SHOE SELLING

is growing steadily here. Growing easier, too, as neighbor tells neighbor of the worthiness of our footwear. "When I want good shoes I always come to you" is what a lady customer told us Thursday. She has learned the best place to buy good shoes.

DAME FASHION

is quite as fickle as Dame Fortune. She is all smiles for a season, and then, may-hap, all frowns. Ten years' study of her tastes and fancies and whims makes this store one of her favorite haunts.

Our Fall stock (soon to arrive) will make her all smiles. We may wince at Fashion's stern decree, but we must follow. This store enables you to lead or to follow at a safe dis-

tance.

I want to say one thing about certain religious papers in New York City. These remarks of mine do not apply so particularly to "store management" as they do to these papers. The only excuse that I can offer for putting them under this heading is that I learned the facts about which I am going to speak while managing the advertising for a retail store. For some classes of advertising, the religious paper is one

of the best mediums possible, and I know a great many solicitors for religious papers who are good men. I know others who would be good men if they were on some other kind of a paper than a religious paper. I have often been solicited to advertise some of my clients' stores in religious papers by men who were foul in mouth, foul in character and foul in every thought. In order that a man should solicit advertising for a religious paper-I do not mean to say that he must personally be religious-but he should be a man of The ordinary clean life and clean conversa-The most disgusting thing I know of is to have a man talk about adtracts attention, even without bold vertising in a religious paper when he can't say more than three words without an oath and not more than a dozen words without reference to some smutty subject. It seems to me that the devil himself would have better sense. I am sure he would if he knew anything about soliciting advertising. I don't mean to say that merchants care very much one way or the other whether the solicitor who asks for their advertising is religious or not, but I do believe that every right-minded, clean merchant will at once see the inconsistency of having, a foul solicitor for what professes to be as clean a medium as a religious publication.

Mr. Joseph Musselman, of Wichita, Kan., clips the following advertisement from a paper and sends it to us as a curiosity:

PRICE FOR PRODUCE.

We take butter and eggs in exchange for all lines of goods, but we only pay what we can get for them. In other words, your prod-uce is not worth any more than your cash. We have but one price for our goods, hence you are getting cash price for your produce whenever you trade with us.

The writer used to clerk for an old German years ago, who told me to "pay de ole vim-mins two, tree sants pun more for dere buter vot pou gedts for it, coople sants dutzen more for dere ags, and you scharge dem anydings you tam blease. Dey haf no sants."

There is one trouble about advertising of this kind. Sometimes the customer will read only a part of the ad and get a mistaken notion. She may

read what the old German said, and the ad, ought to attract attention. think it is what the advertiser means to say. Sometimes a point thus used works for the benefit of the advertiser. and forms a subject around which a good argument can be woven. The advertiser should always take great care that there is no possible chance for the reader to make a mistake. should impress upon them both before and after his quotation the fact that it is simply a quotation, and not his own sentiment.

A great many storekeepers make a mistake in the way they attach the prices to their goods. The only proper system with which to mark goods is to put the prices in plain figures, so that everybody can see just what the article is to be sold at. Except in instalment stores, where one price is to be asked for cash purchases and another price for credit purchases, there is no excuse for using a system of marking which can not be read by the customer as well as the clerk. Where a secret system of marking is used it many times creates in the minds of the customer an impression that the house does not do a strictly one-price business. In marking goods never mark the price on the goods itself; mark the price on a tag and tie or paste it to the article. Some people object to have other people know what they pay for their merchan-Large articles are usually, of course, marked with a tag or sold from a catalogue, so that there is no price upon them which can not be taken There are stores, however, that mark the price directly on small articles such as handkerchiefs, neckwear, Prices so marked are sometimes hard to remove and are objectionable to the purchaser. A little tag pasted on can quickly be taken off, and leaves no mark. Marking the price on the goods itself is particularly objectionable about Christmas time, when so many people buy goods for presents, and therefore do not care to have the person receiving the present acquainted with the price that they paid for it.

Mr. J. W. Faust, the clothier, of Mount Pleasant, Pa., evidently believes in large space, as his advertisement in a recent issue takes up four full col-The advertisement is set well, as far as type and border are concerned. and, judging from the appearance of throw it in the waste-basket. One of

think, however, that Mr. Faust is wasting a lot of valuable space in using so very little in it that would be of benefit to his clothing business.

His advertisement reads as follows:

WHAT A WOMAN CAN DO. She can say no and stick to it for all time to come.

to come.

She can also say no in such a low, soft voice that it means yes. She can sharpen a lead pencil if you give her enough pencils. She can dance all night in a pair of shoes two sizes too small and enjoy herself every minute of the time.

She can walk half the night with a noisy baby in her arms without once expressing a desire to murder the infant. She can appreciate a kiss from her husband 75 years after her marriage ceremony has taken place. She can suffer from abuse and neglect for years which one touch of kindness or considyears which one today of kindness or consideration will drive from her recollection. She—but what's the use? A woman can do anything or everything and do it well—but one thing

A WOMAN CAN NOT DO.

She can not help but admire her husband after we have dressed him up in one of our Nobby Summer Suits.

This style of advertising may seem very funny to a great many people, and may amuse them while they are reading it, but I don't think it makes any impression upon the buyer of clothing. It is, therefore, bad advertising, because it wastes a great deal of valuable space without accomplishing any results. Advertising is a serious business and not a joke, and the sooner the majority of us make up our minds to leave the jokes out the better it will be for our advertising and for our business

It is a favorite trick with some advertisers, when they wish to send out a circular, to put it in the shape of a personal letter sent by some one not connected with their establishment, and merely mentioning in the letter the goods or house to be advertised. This is sometimes a good way to advertise, if it is properly done. Such communication must be gotten up so as to look as much as possible like ordinary writing or original typewriting. A printed letter of this kind with a printed signature gives itself away on the face of it, and makes the sender ridiculous, rather than being a good This kind of adveradvertisement. tising is best where it goes to persons whose mail is limited, as persons who are in business and who receive a quantity of mail undoubtedly would

ers. The publisher evidently thought it a good piece of advertising, but A reader in a Western city wants to when a man who knows anything know whether it would pay a small about business gets hold of it, it is so store to run a mail-order department evidently a humbug that it reacts, or not. In a general way I would anrather than has the good effect.

The card reads as follows:

in a great many papers, but in my fa-- have failed to see your card. Surely it is an oversight, for all it. the leading advertisers consider it a mail orders that are making any money valuable medium, as it reaches a class are those that do nothing else, or that of people who depend upon it for their wants. I have advised the publishers to send you copy to-day. Why don't you write them about your advertising, for their many thousand readers, like myself, would like to know what you have to offer in your line occasionally. Pardon my writing in this way, but I consider it is of mutual interest. I remain.

"Yours sincerely,

A business man that wishes to be permanently successful must attend strictly to his business, and let all outin New York City said to me some weeks ago: "I have made more money on sugar within the last ten days than I have made in my store in a year." This is only an admission that luck was this time with the storekeeper who meddled with outside affairs; for it might have been that he would have had to say: "I have lost more money fooling with sugar in the last ten days than I can make in my store in a year."

come about through tampering with outside affairs. Sometimes luck is with this class of people, but the great majority of times it is against them. The man who allows anything else to take his mind away from his business is, nine times out of ten, sure of making a failure in the long run. Strict attention to business, forgetting that there is any other business in the world except your own, avoiding all temptation to speculate or invest in outside out-of-town people, for these people affairs, is the surest way to succeed nearly always buy from the house that with the one business that absorbs they know by mail when they come to your mind. This applies to every the city for goods.

the poorest pieces of this kind of ad- class of business that I know anything vertising that I have seen in a long about. Even the bookmaker at the time is sent out by a publication in race track, as a rule, makes a success Philadelphia. It is printed on a postal of his business where he attends strictcard and the name signed with a ly to bookmaking and leaves outside rubber stamp. It is sent to advertis- affairs alone.

swer this yes, it will pay as a matter of accommodation, and no, it will not pay "I have noticed your advertisements as a matter of profit. The mail order business is a very hard thing to handle. unless a store is particularly suited to About the only stores handling are located in large cities, such as New York, Chicago, Philadelphia and Boston, and that make the mail-order business a prominent department in their house. The mail-order business is so cut up at the present time that it is sometimes difficult for even these larger stores to make a profit on it.

I heard one great and good merchant recently say that he did not believe that there was a mail order in the United States, run in connection with a general store, that had made expenses during the past three years. These remarks do not apply to a specialty sold through mail-order adside affairs alone. A retail merchant vertising, but refer to a department connected with some retail store of more or less general character.

The mail-order department may be run at a loss as far as any one can figure the actual returns received and yet be a benefit to the house as a means of gaining friends or keeping old customers. A store located in a city where a good portion of the inhabitants go away for the summer can keep in touch with its trade who are away by filling A great many failures in business mail orders for them. If the store does not fill these mail orders the customers would very likely order from some one else, and having thus got acquainted with the new store, might patronize it instead of their old shopping place when they came home. Stores located in districts where a large number of persons from out of town come to the city to shop can well afford to have a mail-order department. They thus get acquainted with these

THE BARGAIN COUNTER.

The bargain counter has furnished, and is The pargain counter has turnished, and is likely to furnish, a great many texts on the folly of women in general, and bargain hunters in particular. All sorts of charges, from positive immorality to the bankruptcy of the merchant of small means, have been laid at the door of the bargain counter. Just why the bargain counter should be such an objectionable institution all sensible persons who the bargain counter should be such an objectionable institution all sensible persons who have given it reasonable consideration are anxious to find out. The merchant, as the season advances, finds himself with more or less handsome and seasonable goods on hand, and naturally wants to turn them into cash. It is possible that many of them may be nov-elty fabrics for which he has paid a fair price, but which, according to custom, are marked to sell at an enormous profit. To cut these but which, according to custom, are marked to sell at an enormous profit. To cut these prices down to a reasonably low figure means to realize on his investment, perhaps even then to leave him a little margin. There are less desirable goods that must be turned to account at once or a loss is sustained. The merchant goes through his stock and selects a large quantity of those materials that he thinks will yield him the best results, and makes them up into parcels, or measures them and attaches tags, with so many yards at a given price. He marks them down, some of them probably far below cost. This makes them attractive, and customers coming in to them attractive, and customers coming in to them attractive, and customers coming in to look at the extra bargains see these and many other articles that tempt them to purchase. The visitor is benefited, the dealer gets his cash, and everybody is satisfied except the philanthropist and the crank, who profess to see something vicious in the fact that a ten-cent fabric is sold for five cents, or, possibly, for less than it cost to make it.

New York Ledger.

Good insurance advertising is at a pre-

ARRANGED BY STATES.

Advertisements under this head 50 cents a line.

Must be handed in one week in advance.

KENTUCKY.

OWENSBORO INQUIRER, daily, Sunday and Twice-a-Week, publishe more news, fresher news, and is more extensively read than any pa-per in Western Kentucky.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES NEWS, 14,000 daily, 4,500 weekly. LA COSTE, New York.

Y OUNGSTOWN, O., Sunday News; established 15 years; 2 cents a copy; sworn circ'n 4.230 copies. Reaches the best homes. Rates 30c. inch. Write C. M. SHAFFER & CO., Youngstown, O.

SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly —is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in The Registris.

TEXAS.

GALVESTON TRIBUNE.

(LALVESTON TRIBUNE, a money winner.

(JAI.VESTON TRIBUNE, the most influential.

GALVESTON TRIBUNE, prosperous and powerful. Leads the afternoon procession.

Or erful. Leads the afternoon procession.

JALVESTON YI-ILBUNE, makes money for it.

Her and will make it for you. Thoroughly up to date, with all modern mechanical appliances. A live paper for live people.

JALVESTON TRIBUNE, every copy countia.

A dividend-paying medium, backed by the brains and capital of the city.

JALVESTON TRIBUNE, Daily four pages, all live, prosperous paying the processing of the pages, all live, prosperous pages, all live, prosperous pages, all live, prosperous pages, it is a processing the prosperous pages, it is prosperous pages, it is processing the prosperous pages, it is prosperous pages, it Agency, sole agents.

WASHINGTON.

PHE "P.I."

SEATTLE POST-INTELLIGENCER.

WEST VIRGINIA.

WHEELING NEWS is credited with a greater circ'n than any other W.Va. English daily.

CANADA.

\$28 FOR 1 inch, I. A. W., for 3 mos. in 35 best papers in Quebec Prov., excluding Montreal. E. DESBARATS AD AG'CY, Montreal.

Displayed Advertisements.

Must be handed in one week in advance. 30 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

THE EVENING CALL

LAFAYETTE, INDIANA, is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign adver-tising than any other evening paper in its field. It brings results. It is read by all classes.

Supreme in its Field.

"During the first half of 1897 the

Eight-Hour Herald

was a WEEKLY visitor in 17.169 homes of the better class of well-paid skilled mechanics in all branches of industry throughout America.

There are official journals of gree labor organizations — the Interna-tional Association of Machinists and Brotherhood of Railroad Trainmen for example - whose issues exceed that of the Eight-Hour Herald two to one, but of course their circulation is entirely confined to the particular industries mentioned.

No labor journal in the annals of the American press ever achieved a general circulation equal to that of the Eight-Hour Herald, Chicago." -Bloomington (III.) Bulletin.

OHIMMINIMINIMI

YOU CAN GET PROFITABLE RETURNS from advertising in the

Oil City Derrick

Why? Because it has been proven by many advertisers during the past twenty five years that the DERRICK stands first in character and influence with its readers. No objectionable advertisements accepted. THE DERRICK PUBLISHING CO.,

OIL CITY, PA. W. E. SCOTT.

Eastern Representative. American Tract Bldg., New York.

Texas is the greatest State in the Union. There are over 300,000 Baptists in Texas.

THE **TEXAS** BAPTIST STANDARD

is their chief denominational medium. The STANDARD has the largest circulation of any religious paper published in the Southern States.

The following affidavit proves that

WACO, TEXAS. February S, 1897.
TO WHOM IT MAY CONCERN:
This certifies that the smallest number of complete copies of the TEXAS BAPTIST STANDARD printed during any week of 1896 was 21,500.

J. B. CRANFILL, Proprietor.
(Seal.) T. M. HANILTON, Pressman.
St. CLAIR LAWRENCE, Mailing Clerk.

Subscribed and sworn to before me by J. B. Cranfill, T. M. Hamilton and St. Clair Lawrence, this 3rd day of February, 1897.

JNO. T. BATTLE, Notary Public, McLennan Co., Texas.

Advertising rates are reasonable. Write to the Texas Baptist Standard, Wace, Texas, for sample copy and rate card.

3,000,000

Men. Women and Children

read the five papers of LANE'S LIST. This fall the whole lot of them are in a buying mood and have a grist of money. Do you want some of it? Well, what's the moral?

WALTER D. STINSON,

Augusta, Maine.

O some advertisers it seems strange that they should pay me to put their advertisement in type and furnish an electro when the papers which get the order will do it for nothing.

But this is one instance where paying for something you can get done for nothing does prove profitable.

The advertisements that I put in type will stand out over the heads of

others in any company.

I know just enough more about the printing business than the other fellow does to make it to your advantage to come to me.

No matter who writes your advertisements, booklets or circulars, it will pay you to have me do the printing.

What do you think of the typesetting in the ads in PRINTERS' INK?

Compare them with your own in the local paper. Write to me about it. Address Wm. Johnston, Manager

Printers' Ink Press, 10 Spruce street. New York.

New England's Family Paper.

The following facts will interest advertisers who are seeking the best mediums and who appeal to New Eng-land buyers.

FIVE FACTS.

The average weekly circulation of the TRANSCRIFT for the year ending July 31, 1897, was

23,443

- One-half of this circulation is in Maine; nine-tenths of it is in New England.
- England.

 Probably no paper in the country has so many readers per paper.

 Many Transcrufts are borrowed from house to house and finally sent to relatives in the West or South. Ask any New Englander if this is not so.
- Each issue of the TRANSCRIFT has 12 pages. The average of advertis-ing does not exceed 10 columns. This means good position for "run of paper" ads.
- The advertising rates of the Transcript are moderate, and two or three extra good positions can be had by early application.

TRANSCRIPT CO.

Portland, Maine.

FRIENDS' PUBLICATIONS.

These are the only mediums to reach the great body of Friends in the United States and Canada. The Friends are a well-to-do and thrifty people, and have great confidence

- and unity people, and nave great confidence in anything advertised in the periodicals of the Church.

 1. The Teachers? Quarterly is published for the Sabbath School Superintendents and Teachers.

 2. The Advanced Quarterly is intended for the main body of the Sabbath School. bath School.
- The Intermediate Quarterly
- The Primary Quarterly is for the infant class. These Quarterlies have a combined circulation of over 31,000, and are kept in the homes for three months; the advertisements can
- not fail to attract attention.

 Our Youth's Friend is a literary paper for young people. The average cir-
- culation for the past year has been 11,119.
 Our Little Folk's Magazine
 is intended for the little ones. Mothers are delighted with it, and any advertise-ment in it must claim their attention. Circulation, 4,000.
- The Christian Arbitrator.
 This is the Friends' publication on Peace
 and Arbitration.
 The circulation is and Arbitration. The circulation is largely among ministers and educators. It is a very valuable medium for certain lines of advertising. Entire circulation of the papers is over 50,000.

FOR RATES APPLY TO THE Publishing Association of Friends, CHICAGO, ILL.

Mr. Micawber was always waiting for something to turn up.

Not so with the new managers of the

vansville Courier.

They are hustling circulation and advertising. During the six weeks of their control of the paper they have added over 600 new subscribers to their list and increased their local advertising 50 per cent.

That fact shows something.

The COURIER is the one paper of Indiana outside of Indianapolis. It is the Democratic organ of the State and circulates extensively in Kentucky and Tennessee. Its circulation is double that of any daily in the State outside Indianapolis.

Evansville has 70,000 people.

The Courier has more than 40,000 readers daily. Foreign advertisers get quick returns when they use

The Evansville Courier.

W. E. SCOTT, EASTERN ADVERTISING REPRESENTATIVE, 150 Nassau Street, New York.

The Sunday School Times

DUBLISHED since 1869, The Sunday School Times is to-day, and has been for many years, the most prominent and the most widely distributed Sunday school teachers' lesson periodical published anywhere. It is used in all denominations, and contains at least sixteen pages every week. With it, the Sunday school teacher has at his disposal the best thought of the foremost Christian writers and workers of two continents; without it, he misses the choicest articles anywhere published on Sunday school work, Bible study, and Bible teaching.

The average circulation for 1896 was over 150,000 copies week'y; the average for 1897 is likely to be about the same.

The rate is eighty cents per agate line, with a discount of ten per cent on large orders.

Many of the best known advertisers of this country, such as Enoch Morgan's Sons, James Pyle, Scott & Bowne, N. K. Fairbank & Co., Ferris Bros., Harper & Bros., Youth's Companion, and Christian Herald (to name but a few), have been using The Sunday School Times for many years with excellent results. We believe that many more advertisers would be glad to use its columns if they were better acquainted with the paper; we therefore make this

Special Offer

Any advertiser or advertising manager may have The Sunday School Times sent to his personal address for three months, entirely free of charge, without feeling under any obligations to the publishers, if, upon examination, the paper does not seem to him to be adapted to his purpose.

Orders may be sent direct or through any reputable agency.

The Religious Press Association

> 12th & Chestnut Sts. Philadelphia, Pa.

Make . . . Advertising Pay

2

THE

Evening Journal

OF JERSEY CITY, N. J.,

Was a daily visitor during 1896 to no less than

15,035 Families

in the wealthy suburban population of Hudson County.

The MEDIUM that reaches 15,035 families must pay advertisers.

THE EDITION OF

The American Messenger

for the months of October, November and December will be

60,000 COPIES EACH MONTH.

Rates 30c. per Line, Gross. Discounts for Time or Space.

American Tract Society,

PUBLISHERS,

10 East 23d Street, New York.

F. L. WEARE, Adv. Mgr.

EVERY LINE

OF

EVERY ADVERTISEMENT

IN

Godey's Magazine

IS READ CAREFULLY.

If you don't know why, send for the October issue.

Free to advertisers; 10 cents to all others. Your newsdealer has it.

THE GODEY COMPANY,

Lasayette Place, New York.

Mellin's Food



Infants and Invalids



Doliber-Goodale Company Offices 291 Atlantic Avenu

Thomas Doliber

Boston Mass.

3 ept. 11, 1897.

Chicago Newspaper Union.

10 Spruce St., New York.

Dear Sira:-

We are in receipt of your postal

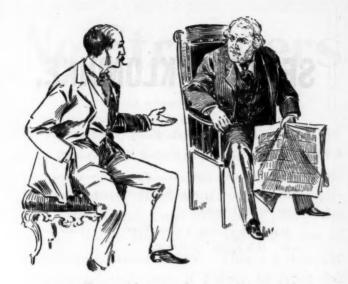
notifying us that you have paid for a subscription to "Printer's Ink" for one year to be sent to our address.

We thank you for this courtesy, although we will say that we are regular subscribers now to "Printer's Ink."

Yours very truly

Doliber-Goodsle Co.

Since PRINTERS' INK adopted the practice of selling subscription coupons in connection with yearly advertising contracts, a number of patrons have made presents of a PRINTERS' INK coupon to favored patrons of their It frequently happens, as in the case of the MELLIN'S FOOD people, that the recipient of the coupon is already a subscriber for PRINTERS' INK. In every such case the coupon is good for setting ahead one year the date to which the subscription has been paid.



I often hear it stated that nothing is ever charged by Printers' Ink for anything that appears in reading matter.

Yes, I think that is so, but there is never an issue of Printers' Ink that does not contain something like a puff for some newspaper.

It is usually some statement of fact interesting to an advertiser, isn't it?

It generally is that, but it is pretty likely to be something about a paper that is advertised in Printers' Ink.

Most of the papers that are advertised in PRINTERS' INK are among the very best papers, are they not?

Yes, most of them are pretty good papers.

I have understood that, although Printers' INK will sell no space in its reading matter columns, it never willingly lets an opportunity pass to say a good thing about one of its advertising patrons, always provided the good thing is true and something that it will advantage an advertiser to be told.

SEATTLE-KLONDIKE.

Fifty thousand people will outfit in Seattle during the next six months, for the Yukon Gold Fields.

Every steamer bound north starts from Seattle.

The city is booming, business was never better, and advertisers in the Post-Intelligencer are securing big returns.

Make your contract with the Post-Intelligencer now. It is a sure investment.

Klondike Information Free.

Again the Post-Intelligencer has been forced to issue another Special Klondike Edition. This will be mailed free to any address. It gives all the information that the gold seeker needs.

SEATTLE POST-INTELLIGENCER

A. FRANK RICHARDSON,

GEORGE U. PIPER,

Special Eastern Representative, Tribune Building, New York.

MANAGER.

S. P. WESTON, In charge of advertising,

No Strangers

On Monday, September 27th, I received fifty (50) orders, every one accompanied by a check or cash, and strange to say, there was not one among them which was not a duplicate order. They came from every part of the United States and Canada, and every one of them wanted same as last. This is a stronger recommendation than if I were to print the hundreds of testimonials which have been sent to me since I started in the ink business. I never employed an agent, nor never expect to. I keep no books. I make no bad debts. If the cash is not with the order I hold on to the ink. When the inks are not found as represented I buy them back and pay the freight or express charges. These are some of the reasons why my prices are from fifty to eighty per cent lower than my competitors' and my inks the best in the world. Send for my price list. Address

PRINTERS INK JONSON,

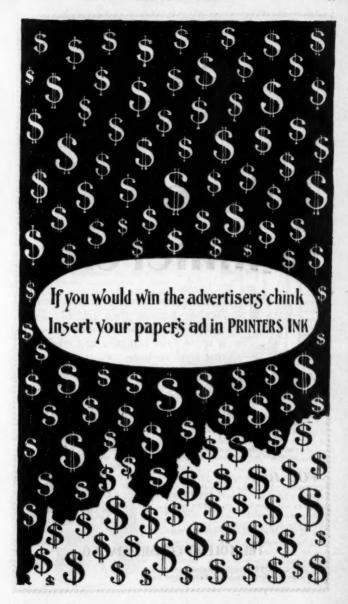
8 Spruce Street, New York.



This Man

is one of the men who make a point of reading PRINTERS' INK from first to last. Like many others of the thousands to whom PRINTERS' INK goes every week he has money to spend for advertising space in papers he thinks worth using. He reads to learn what is new in advertising methods and to discover whether there are uncovered fields in which he can profitably advertise. He believes in enterprise and he keeps posted in regard to papers that show enterprise. He judges papers a good deal by the advertising they do. It pays publishers to make the names and merits of their papers familiar to sacin men as this. There is no better way to reach them than through an advertisement in PRINTERS' INK.

Quarter, half and whole pages in "Printers' Ink" are at the rate of \$100 a page a time. Smaller advertisements are at the rate of 50 cents a line, or 25 cents if classified and undisplayed.



The People

ARE
BUYING THE

Toledo ••• Commercial

Published every morning, Daily and Sunday, because they get all the news fresh and because they know it is the most complete and reliable that is to be had.

YOU WANT ...

The best paper in Toledo. We have it.

Mr. JONES, of BOWLAND & JONES.—The "Commercial" is one of the first things I see in the morning when I get up. I like the paper. Its news is reliable, and the field is well covered in every sense.

J. H. BELLOWS.—I am convinced, from what I hear, the "Commercial" is gaining ground rapidly among all classes in the city. It is a good paper and is deserving of the patronage it is building up.

YOU BUY

Advertising space in the "COMMER-CIAL" and get what you contract for.

We shall be pleased to tell you how much it costs.

THE TOLEDO COMMERCIAL CO.

W. E. SCOTT, EASTERN REPRESENTATIVE, American Tract Society Building, New York.

TO Artists = Amateur and other:



The pictured advertisements used by the Ripans Chemical Co., with which most persons are now familiar, are all illustrations of genuine testimonials. That the illustrations shall be apt and expressive is important to the Company, because the insertion of a poor advertisement costs the same as a good one. On the following pages are shown some testimonials mostly received during the last part of August and the first part of September, and all certifying to the good qualities of Ripans Tabules. To these testimonials the attention of artists (amateur and other) is directed, and each is invited to submit one design for an illustration if he desires to do so. A design should be in a form that will permit of a process reproduction, making a picture about the size of the one shown in the Ripans Chemical Co.'s advertisement on next



page. The artist will read the testimonials, select one he believes he can most effectively illustrate, make his design and submit it. If acceptable, the price paid will be four dollars (\$4). The Company are specially desirous of obtaining the addresses of a considerable number of persons-men and women who are handy with the pencil-and to learn by actual test what sort of subjects each one deals with most effectively. In that way the Company will find itself in a position to, from time to time, apply for an illustration as wanted, to an artist known to be fortunate in dealing with the sort of subject then under consideration. Some artists are successful with indoor scenes, others succeed better with openair pictures, some get better action and more truthful expressions in their fig-



ures than others do. Although \$4 is the usual price paid for designs, the Ripans Tabules Co. will not object to paying more for work that is worth it. The pictures are intended for publication in daily papers and must be sketchy. The fewer lines they contain the better. Fine work, such as would be necessary for a magazine illustration will not do at all for use in daily papers, The picture on next page shows about what is wanted. Rejected designs will be returned, postage paid, if requested, but always at owner's risk. If two persons illustrate the same testimonial. the best illustration only will be retained. Address designs and correspondence to THE RIPANS CHEMI-CAL CO., TO SPRUCE ST., NEW YORK.



A lady of Dunkirk, N. Y., aged 62 years, was a sufferer from chronic liver and bowel trouble, complicated with muscular rheumatism. Her physician, one of the most skillful practitioners in the city, was unable to effect any change for the better in her condition. A friend suggested to her a course of treatment with

Ripans Tabules,

which was immediately commenced; and such marked benefit resulted that she is now enjoying a very fair degree of health, and is firmly convinced that her recovery was effected by the laxative properties of Ripans Tabules.

A well-known Boston physician says: "I am familiar with the formula of Ripane Tabules. It is very much more used in New York than in Boston. There is a liquid mixture, which is used on-siderably in the Polyclinic Hospital in New York, that is the exact formula, but not so convenient to administer. There is another similar mixture which is very largely used in Roosevett Hospital."

A new style packet containing TEX REPAIR TABULES in a paper carton (without glass) is not for sale at some drug stores—FOR TWY CENTS. This low-priced sort is intended for the poor and the conomical. One dosen of the five-cent cartons (19) tabulest can be had by mail by sending forty-eight cents to the REPAIR CENTRICAL CONTAIN, NO. 10 Spruce Street, New York—or a single carton (TEX TABULES) will be sent for five cents. 144 cartons, making 13 dosens or one gross, are sold for \$4.32, which is exactly 3 cents a carton.

Through a multitude of witnesses the TRUTH shall be established.

It is already evident that Ripans Tabules are received into popular favor, by all classes. to a degree that has never before been approached by any standard medicine, proprietary or otherwise, Every intelligent physician who takes a Ripans Tabule in his hand is able to instantly name every ingredient of which the Tabule is composed and will say that the prescription is excellent and the combination scientific.

Agreeably Disappointed.

Agreeably Disappointed.

I herewith send you my testimonial concraing Ripans Tabules and trust it may be seen and read by other unfortunates who may benefit by it. I am fitty years of age, a seamstress by occupation, and have been troubled with that dreadful complaint, indigestion, for the last four years. I found no relief in medicine (aithough I tried many kindountil few of the season of the season of the control of the

Will Never Be Without Them. About five years ago I had typhold fever and it left my stomach very weak. I have suffered with cramps on an average every two months unless I was very careful. I am a creamaker went to be a very season as a creamaker went to be a very season as a creamaker went of the season as a creamaker with a season as a creamaker with cramps the same as I did but a great deal worse. I advised her to try them, as I had been benefited by them so much. If you should think this statement worth publish-Will Never Be Without Them.

ing please do not give my full name. I shall never be without the Tabules as long as I have my own money. Miss Europa Y—, Lewisburgh, Union Co., Pa., August 21, 1897.

A Medical Student Cured.

I am a medical student aged twenty-two, after eating a hearty meal I would have an uncomfortable eveling of fathers and would would would have a realing to the state of the s A Medical Student Cured.

Lesters, West Hebron, N. Y., Sept. 14, 1897.

Everything Different Now.

Iam thirty five years old, the mother of six children and I feel better and stronger to-day than I did ten years ago, all owing to Ripans Tabules. About three years ago, I sent for a dollar bottle and have been using them both for myself and my family. They have cured me of dyspepsia and headache, from which I was a sufferer for seven years. I tried everyther was a sufferer for seven years. I tried everytheir under the seven years of the seven years are not relief that I got the first the thirty of the first of

Wants Them Right Away. Please send son, as mine are gone and I do not want to be without as I find them of much benefit. Mrs. Thomas Godfrey, Port Norris Cumberland Co., N. J., Sept. 18, 1897. Eats Like a Laborer.

I desire to add my testimonial to the many as to the good Ripans Tabules have done. I have a young man residing with me who has lor years suffered from indigestion. After have a young man residing with me who has roy years suffered from indigestion. After trying many so-called cures for this trouble mone seemed to help him, and he was almost discouraged. I read of Ripans Tabules and he concluded, as a last hope, to give them a trial and you ought to see the good the Tabules have done him. His name is John Wood. He is twenty-three years of the seemed to the work of the seemed to the seem

Thought Her Head Would Burst. I have been a great sufferer with headache, heart paipitation and chronic constitution for aperiod of over four years. I would have such severe pains in my head that I would be confined to my bed sometimes for over a week. My whole nervous system seemed to be out of order and the least noise or excitebe out of order and the least noise or excitement would irritate me so that I thought my bead would burst. Of course I was under a physician's care, but he did not seem to give me any relief. I saw Ripans Tabules advertised in the Philadelphia Record and decided to try them. The first one gave me relief and I have used them off and on for two months as occasion required, and can truthfully say I have been relieved beyond all expectations. I have had but one attack of headache since I began the treatment with the Tabules. Under no consideration would I allow my name for publication. Mss. —, 249 N. Sist St., Philadelphia, Pa. — "Rakes a "Buttan"—Facla "Ruilt-"

Gives Such Satisfaction.

Ripans Tabules gave me such satisfaction I beg leave to express my gratitude. I was distressed very badly with dyspepsia and

was not relieved until I began their use. Jas Burton, 101 Kent St., Brooklyn, N. Y., Sept. 15, 1897

Just the Thing for Her.
The fifth of August I received a sample of Ripans Tabules that I had seen advertised. I had been suffering with indigestion for over a year and had been taking medicine from our family physician since spring. I got better but did not get well. I was very constipated and terribly nervous. My nerves have been bad for years, always shaky in my hands. At times I would get nervous spells at night. I would feel as though I could not get my breath. I would be more that not get my breath. I would be more that the properties of the more that the property of the properties of the properties. Before I had taken three of them I felt very much better. Before I had taken them all I made up my mind they were just the thing for me, so I sent for a dozen boxes and have been taking them four times a day regular, sometimes Just the Thing for Her. sent for a dozen boxes and have been taking them four times a day regular, sometimes two, three or four, just as it suits. I am so much betrer. I was miserable and did not feel like doing anything or going any place. Now I feel so much better, and every one says I look so much better than I did. I can say truthfully that Ripans Tabules have made me feel like a different person. My age is forty-two years. I am a seamstress constipation and nervousness. I first saw the advertisement of Ripans Tabules in the and an silvered for years from indigestion, constipation and networsness. I first eaw the advertisement of Ripans Tabules in the Ladies' World. Mss. I. H. Shkw, Bark Hill, Carroll Co., Md., August 21, 1897.

Cannot Say Too Much for Them. Subject to billousness and indigestion for years past and having tried many medicines with no permanent results, I was almost discouraged. I happened to read in a circular concerning the subject of the Cannot Say Too Much for Them

lin ave., Brooklyn, N. Y., August 28, 1897.
Wouldn't Be a Day Withom Them.
I am now in my eightieth year and have spent the most part of my life are seen to the last thirteen years. I have retired from the farm and have not engaged in any business on account of age and failing health. For more than forty-five years. I have been troubled with nervous dyspepsia, indigestion, constipation, sour atomach and all that class of diseases. On the fourth of June, 1898, I lost my companion, who had been sick a long time, and I was left almost prostrated. Cideatally fed lin any way, an advertisement of Ripans Tabules, and something prompted me to send for a box. Before they were all taken up I ordered a dozen boxes. Not long after I yentured out on a visiting tour through me to send for a box. Before they were all taken up I ordered a dozen boxes. Not long after I ventured out on a visiting tour through the northern part of the State, and by using the Tabules kept my stomach and bowels in good condition. In August I started on a tour of over five thousand miles to the Pacific coast, and with all the changes of climate, water, food and habits that I passed through came home in better condition than when'I left. I wouldn't be without Ripans Tabules for a day since learning their medical qualities. MILO BALDWIN, Alma City, Minn., Aug. 20, 1807.

Must Have Them Before She Sails. I have received so much benefit from their use (Ripans Tabules) that as I am leaving for England in a few days I wish to have a sup-ply. Mas. F. WILLIAMS, 624 Locust St., Phila-delphia, Pa., August 21, 1897.

Couldn't Talk Above a Whisper. My father, Mr. C. Kreie, had been troubled with diarrhosa for ten or twelve years. Two years ago he was so low he could not talk above a whisper. He took everything he thought was good and everything he heard of, but mothing seemed to do him any good. I read about Ripans Tabules in the Agricultural Epitomist. I sent for a box. Faiber took them and has not had a spell of it since. Lynix Youwe, Spivia, Reno Co., Kan., August

Into a Youne, Sylvia, Keno Co., kan., augus 21, 1897.

More Than Overieyed.

I owe my life to Ripans Tabules. It is now a year ago or over a year since I was selsed with a terrible pricking and burning sensation at the pit of my stomach, from which I was in constant misery every minute. Every mouthful I ate gave me or caused me she year since I was in constant misery every minute. Every mouthful I ate gave me or caused me she go that it is a fair trial. I went to different ones. They told me my case was indigestion and they could help me, but I falled to get any relief. I grew gradually worse day by day. My occupation has been that of a farmer. I had to give up my work and was so weak and run down I would stagger with a triping a patient of the control of the c More Than Overjoyed.
I owe my life to Ripans Tabules.

Co., Wis., August 18, 1897.

Sleeps Well and Enjeys Life.

A newspaper editor in Chicago, under date of the day of the da

The First Package Was Beneficial.
The first Package was beneficial in itseffects in relieving the ills, mainly indigestion troub-lea. The members of our family are grown and are engaged is indoor work. While I do not wish the above recommendation for a public advertisement it will state that the individual members of our family dependent. We have sent your chrequars to

friends in distant cities who will try them. Many E.— R.—, 725 West 4th St., Wilmington, Del., August 26, 1897.

Did More Good Than the Doctor. One of my friends has taken one carton of Ripans Tabules and says they have don-him more good than his physician, who has been giving him medicine nearly all of this year. J. H. OUTLASD, Job Printer and Stationer, Rich Square, N. C., August 20, 1897.

He Is Enthusiastic.

He is Enthusiastic.

While on a visit to my father, a ranchman in Nebraska, in May, I gave him a package of Eupane Tahules, with which I am always upon the particular of the

August 25, 1877.

Did Ever So Much Good.

Ripans Tabules have done me ever so much good. I am in better health since I lawe taken them than I have been for several years, but my husbend objects to me giving my name to be published. I will do what I can to get people to use them, and have induced several persons to try them. I can get a neighbor lady to give her testimonial, she an eighbor lady to give her testimonial, she had been so try them both and the sound of the

Work Just Right. Ripans Tabules seem to work just right for indigestion. C. S. Kene, 22 West Church St., Newark, Ohio, August 25, 1897.

In Constant Use.

Ripans are in constant use in my family, inclosed find \$i\$ Post-Office order, for which send one bottle (physician's size) of Ripans Tabules. J. R. BEVERLEY, Kingston, Tuscola Co., Mich., August 25, 1997.

His Men Must Have Them. My men can't do without them. GEO. (HALL, Box 16, East Hampden, Me., Aug. 25,

Hall, Fox 16, East Hampden, Me., Aug. 25, '97.

His Family All Use Them.

Having used Ripana Tabules for some time and noting their beneficial effect upon my them to be the state of the s His Family All Use Them.

to get more normal. I have used altogether eight boxes of the 5 cent kind. I have gained in weight from one hundred and eight to one hundred and eight en pounds, and am feeting like myself again. My family all use them, and I would not be without them in health to their beneficial results present health to their beneficial results.

health to their beneficial results.

Camden, N.J., August 73, 1897.

Made Him a Bran New Man.

A very common sense of gratitude impels me to common sense of gratitude impels me to the purpose of gratitude impels as an example of "before and after," but because I want you to know that I am considerably in your debt on account of Ripans Tabules. Lass winter I began to feel as if I were giving way in some manner and consulted a pretty well known physician in this city, which was more manner and consulted a pretty well known physician in this city, which was more properties and the sense of the properties and the last there was sometimed to the properties and was told by physicians that I had half a dozen different varieties of kidney, liver and heart troubles. I was advised to ride a wheel, to not ride a wheel, to quit smoking, to take a drink whenever I had any from atimulants of any kind. I finally degenerated into a hypochondriae, and was getting to be a first class invalid. I knew about Ripans Tabules, but had no more faith in them than I had in any other "patent" medicine, and considered the advice the adventigation of the proposition of the propositi in them than I had in any other "patent" medicine, and continued to read the advice to "take one and look pleasant," and the assertion that "one gives relief" with unbelief. Two weeks ago I came down one morning feeling unusually like not coming, and in a druggist's window I saw a Ripans ad. I went in and bought a package, and took a Tabule there and then. I imagined I felt better within two hours. In two days I was certain of it, and now, after two weeks. I feel like a brain new mai. In two days I was certain of it, and now, after two weeks. I feel like a brain new mai. of adpliction of the heart since the second day after I bought the Tabules, and can work at my desk all day and go home at night, feeling like I did of old. My wheel is a delight, and I can waik miles without great fatigue. It may be that I had reached the turning point and would have got better without the medicine, but I am perfectly willing to give the Tabules the benefit of the doubt. I believe it is the first time I ever bought any medicine for myself, and thought, after using it, that I got my money's worth. I shall be giad to do you all the good I can by speaking a good word for your Tabules. — —, Associate Editor — —, Chicago, Ill., Aug. 16, 1875.

Wants Them For His Mother. in them than I had in any other "patent" medicine, and continued to read the advice to "take one and look pleasant," and the as-

Wants Them For His Mother.
For five or six years I have been subject to billiousness, frequently naving to go to bed expenses and the subject to billiousness, frequently naving to go to bed expenses and the subject to the subject t Wants Them For His Mother.

Made His Druggist Keep Them. I write you a few lines to tell of the good result and benefit I have had from taking Ripans Tabules and to certify the good they have done. I tell others, and I know they have sent to you for them. I have been the means of druggists getting the Tabules and putting them on sale. I write you in good faith, stating my age and occupation, nor am Iashamed of my name should you want to publish it. W. D. WILLIAMS, Milrord, Del.. publish 1t. Aug. 18, 1897.

Her Friends Use Them, Too. I have a friend who used part of those which I received before. ANNA KINGMAN, Brodhead, Wis., Aug. 16, 1897.

Can See a Change. Have had stomach trouble for some time. I have used one box of Ripans and can see a change. MARY S. FENICLE, Box 648, Vinton, Iowa, Aug. 18, 1897.

Will Continue Their Use. I wish to continue their use, as I am greatly benefited by them. E. P. Ams, 55 S. Water St., York, Pa., Aug. 17, 1897.

Senement by them. 2.7. - Anny, 5.8. water Ss., York, Pa., Aug. 17, 1897.

Good for Policemen.

Ripans Tabules can never be known except by trial. I shall continue to take one whenever necessary. I have found them to be unsurpassed by anything. Policemen are subject to indigestion and dyspepsia, perhaps, more than others. For them I consider Ripans Tabules a great blessing. Their stepp is irregular, their meals irregular, and their business is an irregularity from beginning of them of irregular character and habits, brought on by a disordered stomach? I wish samples of Ripans Tabules could be placed in the hands of every policeman in the country, if for no other reason than the purifying effects upon their character and habits. I have made many buyers since I have been using Ripans Tabules. C. R. RTYENEN, 1181 Lafayette Ave., Constantly in the Hease.

For the past three years I have had stomach and bowel trouble, and as I am a woman advanced in years I had supposed there was no relief for me. In the fall of 1895 I was confined to my bed, and my physician had great difficulty in checking a severe attack of tender of four months ago, I had these attacks often to four months ago, I had these attacks of tenders of the severe of Constantly in the House.

Received Benefit.

I have tried Ripans Tabules and received benefit from their use. J. R. CHAMBERLIN, Bart P. O., Lancaster Co., Pa., Aug. 19, 1807.

Can't Find Their Equal.

I am sixty-one years old. My name is Mrs. H. L. Bartlett. I live in Enfeld, Mass. I have been troubled for many years with a torpid liver and dyspepsis. Have had many physicians and paid out hundreds of dolars, provided the state of the sta Can't Find Their Equal.

beef tea, etc. My daughter saw an advertisement of Ripans Tabules and cut it out and sent it to me the same and cut it out and sent it to me the same and cut it out and sent it to me the same and cut it out and sent it to me the same and cut and sent and sent and sent about. After taking them one day I felt as though a great load was being moved in my stomach. After they had done their work I was greatly relieved. I continued to take them, one after the same and it am al right. I consider them an invaluable modelene. I me only a same in the same and it is is the same and it is

Can Recommend Them.

I have tried them and can recommend them. Mrs. J. R. Brlz., 1817 So. Mead Ave., Wichita, Kansas, August 16, 1897.

A Permanent Place in Household.

A Permanent Place in Househeld.
As a nowspaper correspondent I often
make long Journeys, and not infrequently
my wife accompanies me. Naturally her
bowels are slow acting, a trouble days of
riding on trains tend to aggravate. We have
but recently completed a trip of over eightent housand miles, occupying four months'
time, and a Ripans Tabule, taken at breakfast time, has been the means of making the
tour an enjoyable one. This inclosed testimatical mained by the Tabules were good, and
they—the Tabules—now have a permanent
place in our household. Tom W. Wixden,
\$25 Irvine Place, Elmira, N. Y., Aug. 14, 1887.

Pain Stopped in Twenty Minates. For three or four years I-have been much troubled with sick headache and have tried almost every kind of pill and medicine, including hot water cure. I saw one of your ads, and, knowing the ingredients, thought I would try them. I must say they acted immediately and relieved my head at once. I have advised others to take them, and, as I am o.t. please send me one dozen cartons at 40 cents. I am a farmer, forty years of age, days in the aummer I had to stop work, but the Tabules would stop the pain in about twenty minutes. C. J. Bishor, Tidewater, Oregon, August 5, 1897. Pain Stopped in Twenty Minutes.

A Night Clerk's Experience.

A Night Clerk's Experience.

I amengaged as night clerk in a well-known hotel in this city, and have been troubled a great des with is digestion. I have tried many so-called sure cures for that trouble, but never found the relief I wanted until I tried the Ripans Tabules. I have given them a fair trial and find they help in every case; in fact, I do not have occasion to use them regularly now, but whenever I feel the least trouble I take one Tabule and find relief at once. My wife was also troubled with sick headache and her food distressed her, but after a few trials with Ripans Tabules she is very much better. I would recommend them to any one suffering with either indigestion or dyspepsia. I give away as many as I use. S. WELLS HUNT, Hotel Nottingham, Copley Square, Boston, Mass., August 13, 1897.

Is Strictly True.

Is Strictly True.

I inclose herewith a certificate for publication by you, and as it is strictly true, you have permission to publish my name if desirable. I am thinking my certificate from here will do the company good, as there is about six thousand inmates all told, and all have some kind of a disability. That is a condition precedent to admission, viz.: An honorable discharge and a disability sufficient to incapacitate the applicant from obtaining a substitute of the applicant from obtaining a substitute of the applicant from obtaining a substitute of the sub

A Soldier's Certificate.

A Soldier's Certificate.

My age is fifty-six years; occupation has been that of a bookkeeper and clerk, but no been that of a bookkeeper and clerk, but no been that of a bookkeeper and clerk, but no been that of a bookkeeper and clerk, but no been that of a bookkeeper and clerk, but no been that of the present of the place of t

Rapid and Sure Improvement.

Rapid and Sure Improvement.

I want to thank you for the good that Ripans Tabules have done for me. I had been a Tabules have done for me. I had been to build up on account of imperfect digestion and assimilation. Had tried various remedies without relief until I was thoroughly discouraged. My father, who had used Ripans Tabules with good results, recommended them to me, but I had so little fath in anything that he had to insist several times before I would try them. Finally 1 got a packand aure from the dirst. I shall keep them on hand hereafter for emergencies, and shall take pleasure in recommending their use to any one who may be similarly afflicted. Truck farmer, age thirty-seven. Name not to be used in advertisement. H. A. W.—, Owen, Ind., Aug. 13, 187.

This Farmer Must Have Them.

This Farmer Must Have Them.

This Farmer Must Have Them.

I am a farmer in Walker Township, Juni ata County, and must say of Ripans Tabules that they have cured me of dyspepaia. Before I used them I was bothered with sick headache so bad I would have to quit work and lie in bed for a day at a time. Since I used them I am not bothered with headache or dizziness any more. I would not be without them. They have made me feel like a different man. You may use this if you see proper. Aged thirty-two years. DANKE, L. MARTIN, Mexico, Juniata Co., Pa., August 13, 1897.

Wants Others to Profit.

Wants Others to Profit.

I have been troubled for the past two years with a very heavy and queer feeling in my stomach, especially after eating a hearty meal. I was duning with a friend a short time since, and after eating I complained about this miserable feeling, whereupon he about this miserable feeling, whereupon he feel may be a short time to be a feel of the short time of the short

Can't Get Aleng Without Them.
Mrs. Henry Wand Hughes, a school teacher
whose post-office address is Peewee Valley,
Oldham County, Ky., writes from Louisville,
January 17, 1886, as follows: "I was teaching school in Pittaburg, Laurel County, Ky.,
and had been a martyr to headache, dyspepala, indigestion, etc. A friend, a merchant
there, who also suffered much from dyspepsia and headache, said he had round a sure
cure for these diseases in Ripans Tabules and
ache left me. Ithen sent, through this friend,
to New York to the manufacturer for a box,
and whenever troubled with indigestion Can't Get Along Without Them. ache left me. Ithen sent, through this friend, to New York to the manufacturer for a box, and whenever troubled with indigestion too them. Isoon found myself much between the property of the he that he has round them more beneficial in sick headachethan any other remedy. Like myself, he thinks they are infallible in dyspepsia."

Cured Himself and Wife.

Cured Himself and Wife,
I feel that I owe my hearty thanks to those
who studied out the formula and placed before the world so thoroughly good a remedy
as Ripans Tabnies. I am forty-five years old
and was a railroad station agent for twenty
years on the Central V-rmont road in Northern New York (at Burke seventeen years),
and at one time was ticket, freight and express agent, telegraph operator, sole trustee
of the public school (building \$10,000schoolhouse), superintendent and organizer of
(2,000 inhabitants) with water, and was also
overseeing my farm of twenty-seven acres.
Host my health and became used up with
Locomotor Ataxia about four years ago. In
November, 1893, I came out here to a milder overseeing my farm of twenty-seven acres. Host my health and became used up with Locomotor Ataxia about four years ago. In November, 1893, I came out here to a milder climate, and after resting a year or two felt like doing something and went to keeping books and tending office for Dr. D. M. La Moree, 530 Williams avenue, and although it would seem to be an unusual thing for a doctor to do to advise a person to take anything office one day and handed me two little bot-less of Ripaus Tabules, and said: "There is something that will relieve those indigestion pains you have in your chest." I took one and it did do me considerable good. Aftermy next meal I took two and feit no bad effect from the food at all. I then went to M. E. Heath & Co. to get a large bottle. I got two large bottles there and three packages of twelve cartons each at Wats & Matthieu and intend to buy many more unless I find some thing better, which I very much done. Climater of the county around enough for exercise, consequently around enough for exercise, consequently around enough for exercise, consequently thing better, which I very much doubt. Since I have had Locomotor Ataxia I can not get around enough for exercise, consequently my digestion is poor and unless I was very careful about my diet I would have terrible pains in the region of the stomach; but now I can eat pie, short-cake, pan-cakes, etc., within reason, and If I don's forget to take a Tabule I do not feet the last should the Lidery and keep the bowels fust doors. It seems to me they are the greatest and best preparation ever compounded. If I feel answelins of trouble in the region of my stomach I get a glass of water, take a Tabule and wash it down. It never fails to put me in normal condition within five minutes. My wife has been troubled with constipation for some time and has a little heart trouble. I induced her to try the Tabules a few weeks ago. They have made her feel like a new person and move her bowels just right. She also had

eczema on her face, and I am sure the Tab-ules have helped that, as her face is nearly clear, C. W. JAMESON, 851 Hendricks avenue, Portland, Oregon, June 39, 1897.

Have been a great sufferer for years. About twelve months since I became a victim to the sufferer for years. About twelve months since I became a victim to as to fall and become insensible. Ic ansulted several prominent physicians, but their prescriptions did nogood whatever. All my life I have been bitterly opposed to patent medicine. Am the widow of a surgeon and physician. I chanced to read your advertisement and sent to Robinson's for a fifty-cent box. I took the medicine (one) three times daily from that horrible affliction, although I had been afflicted for months. Hoping there are othersufferers who may learn the virtues to be found in your pleasant remedy, I am yours gratefully. Am fifty-six years of age. J. E. Tirpin, \$25 Union avenue, Memphis, Tenn., August 6, 1897. Cured of a Horrible Affliction.

Takes a Tabule. Is Then O. K. Takes a Tabule. Is Then O. K.
I sma machinist by trade, age twenty-six,
and the close confinement to the bench causes
me to be troubled more or less with dyspepsia and billousness. Reading of Ripans
Tabules, I tried them and am well satisfied,
I keep them on hand constantly, and when
the billous spells come on I take the Tabules
for two or three days, and am then O. E.
again. J. M. Strono, Jr., 1926 Fifth avenue,
Beaver Falls, Pa., July 27, 1837.

again. J. M. STRONG, Jr., 1926 Fifth avenue, Beaver Fails, Pa., July 27, 1897.

Good to Break Up a Cold.

I am eighty-six years of age. Have been an invalid for the most of my days. Troubled with asthma in my younger days. When I was about thirty years old was in New York City. Taking cholera mixture left me in a bad condition—weakness in the stomach and bowels, a pressing down of my bowels. Had to wear a plaster on my body most part of the stomach and showels are also had a lower ded unity about the stomach and an investment of the plaster on my stomach and am in better health than I have been for many years. I must brag a little. Have this season spaded the ground for quite a good-size garden, and done all the planting and hoeing of the same and if disposed to take a walk of three or four miles I then only use a cane. I must ay that the Tabules are the best and quickest medicine to break up a cold. Jons G. settle of the same and its Tabules are the best and quickest medicine to break up a cold. Jons G. settle of the same and its factors. The contract of the same contract of the same and its factors. The contract of the same contract of the same and its factors. The contract of the same contract of the same and its factors. The contract of the same contract of the same and its factors. The contract of the same contract of the same

A 50-Cent Box Cured Him.

A. E. Kissling, druggist, 502 Main street, Houston, Texas, forwards to the Ripans Chemical Co. a communication be received from Henry Peter of Porters, Montgomery Co., Texas. Mr. Peter's instructions were to send to him one bottle of Ripans Tabules, physician's size, as per inclosed advertisement, and then he addis: "The 50 cent box I got from you last apring did very well, as it cured me of a kind of a periodical head-ache with which I had been afflicted for sev-eral years."

Gind to Recommend Them.

I am a young married man, twenty-three years of see. My occupation is that of a drugsist. Three years ago I was taken with a property of the seed of Glad to Recommend Them.

what they contained. I decided to give them a trial. After I took the first small box I felt as much relieved as I do with taking all the other medicines, taking one after each meal to will be to months until now I feel better than I have ever felt. My bowels are regular, my atomach in good condition, and I can eat everything without the slightest trouble. From the time I first started to take Ripans Tabules until the present time I have gained eight pounds in weight. I am only too glad to recommend the Tabules to any person troubled with dyspenda, liver or bowel complaints. Jone M. West, 515 Felton street, Camden, N. J., August 11, 1897.

For Herself and Two Children.
I have been using Ripans Tabules for some little time now, both for myself and for my two children. Please let me have them at your earliest possible time. Mas. EDGAR W. TINKHAM, GE Everett street, Middleboro, Mass., August 11, 1897.

Anxious to Get More.

Ifind they have done me so much good that I want more. I have been feeling worn out and very nervous and taking medicine from the doctor, but it did not do me very much good. Please send them at once, as I am anzious to get them, and oblige, Mas. J. H. Shew, Bark Hill, Carroll Co., Md., August y.

Makes Stomach Feel Nice.

I have tried Ripans Tabules, and they
make my stomach feel so nice and I do not
have the headache so much. Annie E.
CAMPELLA, BOX 1, No. Weare, N. H., August

11, 1897.

Felt Like Himself Again.

I am a grateful contributor to the efficacy of Ripans Tabules. For nearly 8 week my stomach and refused any solid food, and I was a solid

lyn, N. Y., August 12, 1897.

Appetite Is Much Better.

For ten years I have had trouble with my stomach. I had pains that I can not describe, which could only be relieved by the application of the stomach of the sto

Only Medicine That Gives Relief.
I have been using Ripans Tabutes and find
they are the only medicine that gives me relief. Mus. M. JORDAN, 246 Holliday St., Jersey
Ci y, N. J., July 19, 1897.

Only Uses Three a Week.

Only Uses Three a Week.
During the past six years I have been confined daily to Indoors as foreman of the job department of a printing establishment. This constant application to and the nature of the work brought on an aggravated but not serious case of intestinal inaction during the past three years. I have used many remedies, that gave only short, if any, relief. After a day's work was over I was entirely exhausted, and strong exertion of will force was necessary to keep up an interest in my work. I have used only one 50-cent box of Ripans Tabules, and the effect is such that the exhausted feeling is scarcely noticeable.

Three Tabules a week are all I find it necessary to use. R. S. Thomason, Foreman Union Albia, Iowa, July 30, 1897.

Cheap, Servicenble Remedy.
I am glad to find so serviceable a remedy, so cheap, for my poor patrons. Dr. C. B. Day, Castana, Iowa, July 29, 1897.

Brings Speedy Relief.

My life being one of a farmer, exposure to all kinds of weather tends to aggravate my dyspepsia of long standing, but I must asy that two or three of Ripans Tabules a day for a few days brings me speedy and I believe will bring permanent relief. C. M. McKanox, Box 28, Darlington, Pa., July 29, McKanox, Box 28, Darlington, Pa., July 29,

1897.

SO Years Old and Must Have Them.
Your Tabules are a favorite remedy with
me. I am an old man in my eightieth year.
Last year I made a visiting tour to the Pacific
Cosst and I intend to start in a few days toward the Atlantic. I am somewhat dyspeptic and do not like to start without them.
Please burry them up. Millo Ballowin, Alma
City Minn August 1807.0 Ballowin, Alma Please hurry them up. M City, Minn., August 2, 1897

Don't Want to be Without Them DOR'T WART 16 BE Without Them. Send Tabulea like you seat me for headache and indigestion. They were of such benefit that Idon't want to be without them. Please send soon, for I have none now. Mrs. Thos. GODFREY, Port Norris, Cumberland Co., N. J., August 2, 1897.

Troubled With Her Stomach. The Tabules did me much good, and I she is troubled with her stomach, and I told her about them and she wanted me to send and get some for her. Please send them to her as soon as you get this. Annie E. Camp-Bell, North Weare, N. H., August 2, 1897.

Can't Speak Too Highly of Them.

Can't Speak Too Highly of Them.

Since receiving the Tabules I have been down to Atlantic City, N. J., for several weeks, and in recommending your Tabules to the boarders in the hotel I have used up half of mine as samples, and they did them so much good that they bought several boxes of them. One of the boarders was doctoring of them. One of the boarders was doctoring given up doctor and medicines. He has been suffering for over three years with indigention and could not sleep, and be thought at times he was losing his mind. Since taking the Tabules his health is returning and he sleeps well, and he can not speak too highly of them. His name is Joseph Collins. 50°N-7th 24th St., Philadelphia, Pa., and I will continue to recommend them for the good they have dote me. James J. Fivitaratick, Sep Parrish St., Philadelphia, Pa., August 4, 1857.

Rest Medicine for Indigostion.

Best Medicine for Indigestion. Best Medicine for Indigestion.

Ifind Ripans Tabules very good, and I think they are the best medicine that I have ever used for indigestion, and I have given many a one of mine away to my friends, and they have found them the same as I. I began to use them three months ago. JAMES J. FITZ-PATRICK, CICK Market Street National Bank, \$23 Parrish St., Philadelphia, Pa., July 7, 1897.

He Knows They Are Good. Have used Ripans Tabules and know they are helping me. GEO. G. LINCOLN, 75 Bower St., Roxbury, Mass., July 7, 1897.

Did a World of Good. I have used a 50 cent box of Ripans Tabules and they have done me a world of good. I want this small sample for a friend of mine. J. R. Flankner, Jr., 52 Exchange Place, New York, June 9, 1897.

Did Her Nephew Good. As Ripans Tabules have done my nephew Mr. H. Hibbud, so much good, I thought would try them myzelf. K. I. Cashas, 141 N. 15th St., Philadelphia, Pa., May 8, 1897.

Used Them With Much Benefit.
I have used Ripans Tabules with much
Hus. F. A. PATCH, W. Townsend,
Mass., May 3, 1867.

In Constant Use.

That Ripans Tabules have no equal is my belief, and I am glad to find such a good medicine. They are in constant use here. Mrs. LULU HEMPHILL, BOX 142, Malcom, Iowa,

They Cured Where Doctors Failed. Ripans Tabules did for me what three doctors' prescriptions failed to do-relieved my complaint. C. J. Carns, 2446 Oakdale St., Philadelphia, Pa., April 15, 1897.

Think Them Cheap at Any Price.
There are three consumers of Tabules in
the family who think them cheap at any
price. JOHN A. MALLORY, 23:5 K St., N. W.,
Washington, D. C., May 5, 1897.

Surprised and Pleased a Doctor. I am surprised and ricesed at Dector.

I am surprised and pleased at the results after using your tablets on patients troubled with indigestion, dyspepsis, etc. O. G. RANDALL, M.D., North Cambridge, Mass., August 24, 1896.

Cured a 15 Year Complaint.

I have had trouble with my stomach for fifteen years. Your Tabules have cured me. E. M. Winson, 18 Vine St., Medford, Mass.,

May 20, 1897. Good for Change of Water, Etc.

I am an old man, almost eighty years old. I have made a journey of over five thousand miles to the Pacific Coast and returned, and have found Bipans Tabules a great help in keeping my stomach and bowels in good condition through all changes of climate, water, etc., through which I had to pass. Milo Baldwin, Aima City, Minn., Oct. 22, 1896.

Always Talks About Them.

I have been using Ripans Tabules for the last three years and would not be without them. I always speak in praise of Ripans Tabules to my friends. Mrs. SEANNON, Box 82, Vernon, Conn., May 6, 187.

Thoroughly Satisfied.

Have given Ripans Tabules a reasonable test and am thoroughly satisfied as to their efficacy. Daniel A. Minnick, 1722 Poplar St., Philadelphia, Pa., May 18, 1897.

Very Beneficial.

I find Ripans Tabules very beneficial. Wm. MILLER, Attleboro Falls, Mass., July 12, 1897.

A Life Preserver.

A resident of Eatontown, N. J., a well-known painter and decorator, writes under date of July 14, 1897. "I have been troubled with dyspepsia and indigestion for some seven or eight years, am a painter by trade, and have often thought the lead, etc., had something to do with the weakness of my stomach and digestive organs. Mine is fermentive dyspepsia. Nothing that is fermentive dyspepsia. Nothing that it is fermentive dyspepsia. Nothing that the fermentine my stomach, causing a smothering sensation and nervousness, which has robbed me of many an hour's good sleep. I have gotten up many a night at one or two o'clock to get a dose of baking soda in order to get an hour or two of sleep before daylight, but that is only a temporary rellef. Now, it stands to reason that a person in that condition is going to try aimost anything he can get hold of, and I have, but nothing has been so astisfying to me as kipans fabules. I have taken, I suppose, about one hundred thetter and sleep better than I have in a long time. I can sit down and deliberately eat things that I wouldn't have deared to two months ago, knowing that I have in front of me a life preserver in the shape of a Ripans Tabule." A resident of Eatontown, N. J., a well-

Have Done Lots of Good.

Ripans Tabules have done me lots of good, and I wish my friends to try them. I am much benefited by their use. This letter is not for publication. Mrs. — —, Rox 204, Filzabethtown, Lancaster Co., Pa., July 194,

Have Benefited Me.

Ripans Tabules have benefited me wonder-ully. D. F. Shra. 50 Spring St., New York, July 18, 1897

July 18, 1897.

Cared Her.

I have been using Ripans Tabules for indigestion and find them of great benefit to me. I have only used them one month and I may say I am aimost cured. SaWi. J. McCreent, care of Teff, Weller & Co., S30 Broadway, New York, July 10, 1897.

Good for Malaria.

They are the best remedy I ever had for malarial tendency, and I have tried hundreds. Even the doctorshere are able to give but temporary relief. J. H. McKEONE, 402 Jersey Avenue, Gloucester City, N. J., July 19, 187.

Can't De Without Them.

t seems we can not do without them. W. WILLIAMS, Milford, Kent Co., Del., July 18,

Carries Them Continually.

I am thirty years of age, and have been in the liquor business for the last ten years, and the liquor outsiness for the last edity ears, and find that drinking impairs my digestion and puts my stomach out of order. About three months ago I was induced to try Ripans Tabules, and since then I have no trouble with my stomach in the morning as formerly. I carry them with me continually, and would not be without them. They are the only thing that ever relieved me. M. ISEN. 1902

Jayr.

Of Benefit To All.

I consider Ripans Tabules to be a simply wonderful remedy for ail disorders arising from stomach or liver troubles. They have benefited me greatly; also friends to whom I haverecommend them. I recommend them to all sufferers whom I chance to meet, Ggo. Comes, care of Mrs. O. T. Johnsou, General Delivery, Houston, Tex., July, 19, 1897.

An Excellent Article.
One of my salesmen, Mr. F. M. Baker, about a year ago, came in suffering from a severe billious headache. I gave him a Ripans Tabule from a box I always keep on my desk, and it relieved him in a short time of his sufferings. He has so much confidence in them now that he has not been without a box of them since that day, CLINTON E. BRUSH, Manager Chicago Cornet Co., 402 Broadway, New York, June 29, 1921.

Relief in Short Time. I have been using Ripans Tabules and find them to be an excellent article. Mrs. H. L. Bartlett, Enfield, Mass., July 6, 1897.

Entirely Satisfied.

I am 65 years of age, and have for many years been a great sufferer from constipation of my bowels and from continuous accumuof my bowels and from continuous accumulations of gas in both my stomach and bowels. I have used Ripans Tabules for about two months and they have given me very great relief. Judging from what they have heretofore done for me, I am satisfied they will effectually cure me. CHARLES HOWER, Selins Grove, Pa., July 5. 1871.

The Best He Ever Took.

Ripans Tabules are the grandest medicine I ever have taken. I have been doctoring for a year, but could get no relief until two weeks ago, when I began with your Tabules, and now I am quite well. I shall recommend them to every one. Jor AUSTIN Eldorado, them to every one. JOR AUSTIN, Fond du Lac Co., Wis., June 30, 1897

Fully Realizes Their Value.

Fully Realizes Their Value.
Speaking from my own use and experience
with Ripans Tabules, I will say that their introduction to tropical climates would be
something of a duty to humanity. Having
sojourned for almost ten years in tropical
climates, where the disorder of the liver and
stomach is of a mathematical precision. I
fully realize the value of Ripans Tabules in
such countries. CHARLES J. ZINGG, Farmington, Me., June 21, 1897.

A Good Thing.

I know and use a good thing. I find relief
by taking a Ripans Tabule after each meal.
SHERIDAN SMITH, Sait Lake City, Utah, June

Boon to Humanity.

Having suffered with sudden attacks of "nervous headache" while engaged in my literary and scientific pursuits for many years, I saw an advertisement in the Phila-delphia Record extolling Ripans Tabules for this terrible torment connected with literary labors. I at once ordered one hundred and forty-four Tabules, and have Kound them so forty-four Tabules, and have found them so effectual in relieving my suffering and clearing my brain that I have resolved not to do without a supply of them always in reach. I have used the Ripans Tabules for over three years, and find them to be a grand remedy in my case, and can with confidence recommend them a a great boon to literary humanity. Cras. Ladacch, Practical Geologist, Riegelsville, Bucks Co., Ps., June 85, 1867.

A New Man in Four Months. I have suffered a great deal for years from That's suffered a great deal for years from catarrh of the atomach and from indiges-tion. I have been using the Tabules for the last four months. They have helped me very much and I feel like a new man. E. M. Cor-curax, Grocer, Trumansburg, N. Y., June 6,

Wants to Help His Friends.

I have used Ripans Tabules, and they have done me good. I want to give what I have ordered to some friends. J. D. RUSSELL, Watchmaker and Jeweler, Winfield, Kan., June 22, 1897.

June 22, 1897.

Goes Five Miles to Get Them.

I have taken Ripana Tabules and have found them very good. My husband praises them very thighly, and I use them also for my children. I have given them to my friends, and they say they have given them a great deal of relief after eating. We have no druggist in this village, and have to go five miles stret them. Miss. Alick Rowands, Downer, Gloucester Co., N. J., June 14, 1897.

Benefited Her Digestion. I have tried Ripans Tabules for indigestion and been benefited. Mrs. E. Wasson, Matron St. John's Military School, Salina, Kan., June 4, 1897

Very Much Benefited in a Month. I have been taking Ripans Tabules almost a month, and I think they have benefited me very much. I suffer from indigestion. Muss Rupons V. Lawishurg. Union Co. Pa. EUDORA Y -- June 14, 1897. , Lewisburg, Union Co., Pa.,

They Delighted Him.

They Delighted Him.

Thomas S. Glover, of Warsaw, N. Y., who has been for the past twenty five years in the past five years of the past five years of the past five years a box of Ripans Tabules on my desk. I offered him one, which he accepted with hesitancy, saying: "I do not suppose it will do me any harm if it does no good." The next morning he came to my office, stated he was delighted with he effect of the tablet, said he had never taken anything in his life that had relieved him as quickly, and sent to a neighboring drug store for a supply. CLINTOK E. BRUSH, Manager Cheago Corset Co., 402 Broadway, New York, June 29, 1897.

Does Father and Son Good. I would not do without this valuable medicine, it does me so much good. It also does my father nuch good, and he has been troubled with dyspe-sia for about fifteen years. Hesays Ripans Tabules are the best thing he ever tried. DANKL F. KOWITZ, P. O. BOX 52, Everett, Bedford Co., Pa., June 15, 1897.

Relieved a Conductor.

My husband was troubled very much with puln after meals and swelling of the stom-arch. His occupation is conductor, and it places him in a very bad position sometimes;

so by chance he was talking to a passenger and he gave him a couple of Ripans Tabules and they helped him very much, in fact he found a great relief from them. I believe, when taken regular, they certainly will do what they are recommended to do. Mrs. Joseph D. Laun, No. 2107 Hull street, Phila-delphia, Pa., June 11, 1897.

delphia, Pa., June 11, 1897.

Will Never Be Without Them.
Ripans Tabules did me a great deal of good. Every one knows what a great sufferer I have been from dyspepsia. I am forty-two years of age. I have had tyspepsia ain my life. Thave it in every way. I have had it allowed that at times lich baryening, I have had to about the sufference of them to me. Mrs. M. F. ALLEN, Centreville, Md. June 8, 1897. them. I wish every sufferer would take them. Nothing the place of them to me. M Centreville, Md., June 8, 1897.

Recommends Them to Friends. Recommends Them to Friends.
A German drug clerk, employed by a German pharmacist in New York City, writes in German to tell what Ripans Tabules have done in his family. He is thirty-six years old and his write thirty-four. They have lived in this country six years. Were not troubled with constipation while in Germany and believe the changed conditions of living have here the changed conditions of living have lieve the changed conditions of living have been the cause. At first the lady took the Tabules according to directions. She still uses them, but only occasionally, when the need is felt. The following is a translation of the drug clerk's testimonia: "My wife which has for many years a nervous head-ache and is constipated, used different kinds of preparations which have no much effect. of preparations which have no much effect. Has used for six or seven weeks kipans Tab-ules. She finds that they give relief, take out the acid very well. She give different Tabules to her friends and they find the same kind for heartburn. I recommend the Tabules to everybody." HERMAN BARLET, 526 Eighth avenue, New York City.

Are Just Perfect.

A gentleman writing from Newport, Ore., says: "I have found Ripans Tabules just perfect. I was surprised at the benefit I de-rived from them in so short a time."

Help the Liver.

I find they are a great help for the liver.

MRS. KITTIE OLMSTRAD, York, Mccosta Co.,
Mich.

The Remedy for Family Ills.

I have a large family and we all use Ripans Tabules and find them the best remedy ever used for the different kinds of little lils that usually occur in a family. A. O. WESCE, Helena, Mont., June 5, 1898.

Helena, Mont., June 5, 1898.

A Veteran Praises Them.

Inclose P. O. order for 48 cents, for which you will please send me one dozen 5 cent cartons of Tabules put up in paper. When I started taking Ripans Tabules last March I was a very sick man, suffering from dyspensia and cutarrh of the stomach. There was nothing that I took that seemed to help me and I continued took the seemed to help me and I continued took I did eat would not digest. I could not sleep nights, and attimes it seemed to me that I would go cray with the terrible headache from which I suffered. I commenced to get better right away after I began to take the Tabules. My appetite is now very good, and I can est anything and it don't distress me. The head In fact I feel like a different man, and I can't say enough in praise of Ripans Tabules, and I mean to keep a supply on hand. I am a veteran and a member of the G. A. R. My age is fifty one years, and I have been in the grocery trade in the village of Trumansburg, N. Y., for the last twenty two years. To any one who is suffering from indigestion and dyspersia my advice its to my G. A. August 7, 1897. A Veteran Praises Them.

A Boon to Humanity.

A Been to Humanity.

I am a harness maker, within a few months of eighty years old, and made a full set of harness before I was seven years old. I came to Portland ten years ago from Janesville, Wis. On account of sedentary habits I am greatly troubled with dyspepia, and after eating hearry have had severe pales in gratulate you on the happy combination you have gotten up in Ripans Tabules. I saw them advertised in the Oregonian, but there are so many nostrums put out to guil innocent people that I was loth to try them. About two months ago a friend came into my shop just after lunch time, and I was beliching wind and my stomach felt very bad. He took a little earton out of his vest pocket an it is anded me two Tabules and told me to get some water and take them. I did so, and from that day I have not been without the Tabules nor had any such disagreeable feedings. I take one of two after each meal and my fool does not distress me any more the Tabutes not the feelings. It take one or two after each meal and my food does not distress me any more than it did fifty years ago. With hearty thanks to you for such a boon to poor humanity, myself included, I am, W. S. Chasg. 235 Front street, Portland, Ore, July 24, 1897.

Strink street, Fortland, Ore. July 24, 1897.

Satisfied with Them.

I am sixty five years of are and have for many years been a great sufferer from constitution of the street of the st

Indispensable to Him.

Ripans Tabules have almost cured me of Indigestion and sour stomach. I would not do without them for anything, so please send them at once. R. W. Jones, St. Albans, Kanawha Co., W. Va., July 29, 1897.

Gained Ten Pounds.

I am a consumer of Ripans. Before I began to use them I was afflicted with indigest on to such an extent that I became alarmed, I also was afflicted with chronic bronchitis I also was afflicted with chronic bronchitis and a lung trouble, through which large quantities of phiegm were expectorated both night and day. Since taking the Tabules the indigestion has been cured and I have galmed nearly ten pounds. The raising of the phiegm has stopped also. C. R. SYEVENS, 134 Lafayette avenue, Brooklyn, N. Y., July 16, 187.

Working Wonders.

Ripans are working wonders for my wife.
D. Collins, Picture Rocks, Pa., July 27,

Relief to Millions.

I came out of the late war a complete wreck, as physicians told me. I have used numerous kinds of pilis and tablets, and liquid medicine, too, but I must acknowledge nothing has ever given me such succor and relief as Ripans Tabules. I use them constantly. The five cent cartons carry relief to tolling millions who have little money. Aug. PYTERNAN, Ralston, Morris Co., N. J., August 4, 1897.

Give Relief.

I find they contain much relief. Preston.
Penstermacher, Egypt, Lehigh Co., Pa., August 8, 1897

One Box Cured Him.

One Hox Cured Him.
Of late years I have been troubled a greet
deal with headaches, heartburn and dizziness. I have tried different remedies, but of
no use. I would go to bed with headache
and get up with a headache just the same.
I was about giving up hopes of ever being
relieved when I thought I would try Ripans
Tabules. I hought a box and took three a
day, one before each meal. In I tell tike a
time under the same of the late of the late of the
have a headache from that day to this. My
family and I would not be without Ripans

Tabules now. Jos. Guelchen, 290 Ninth street, Brooklyn, N. Y., July 9, 1896.

Only Thing.

Only Thing.

Only Thing.

For a long time I have been troubled with a disordered condition of the atomach and an occasional attack of malaris, and after trying everything in form of drugs I used a box of Ripans Tabules, and after using them for a week I found they were just what my case demanded, as they are the only thing that gave me permanent relief. I take great pleasure in recommending them. WARRIN R. GUEST, 141 Columbus avenue, New York, July 10, 180;

Just One or Two Does It.

I only enjoy good health when I take one or two of your Tabules. Chas. Robissos, Avington Hotel, Greenwood Lake, Orange Co., N.Y.

A Charm.

Have tried a five cent package, and find that they work like a charm. S. ISABELLE SMITH, Manchester Centre, Vt., August 16, 1897.

Are As Represented.

Are As Represented.

Iam seventy-four years of age, and for years have been a great sufferer from intestinal indigestion, and no matter how careful I may be in my diet I still was troubled with flatuiency. I tried a number of remedies, but received no benefit. Last fall I tried Ripans Tabules, and in a very short time I was rid of the pain, and I can honeatly say that they are all that they are represented to be. Richard Stokke, Island Heights, Ocean County, N. J., August 13 190 Heights, Ocean County, N. J., August 13 190 Heights, Ocean County, N. J.,

Will Continue Their Use.

Will Continue Their Use.

I am a laboring man, thirty eight years old. I have suffered for years with sick headache and constipation. Last spring i sent for one dozen of the five cent carrons of Ripans Tabules, and they have done me more good than anything else I have ever tried. I shall continue their use. J D. James, Deer Harbor, San Juan Co., Wash, August 8, 1897.

Takes Them Regularly,
I have taken Ripans Tabules regularly, and
find them of much benefit. Mrs. Thos. GopFREY, Port. N-rris, Cumberland Co., N. J., FREY, Port N. August 14, 1897.

Just the Thing.

They are worth a great deal to me. Just the thing I have been wanting. JAMES T. HAGUE, Hanover, Licking Co., Ohio, August 12, 1897.

Cured Over Night.

Cured Over Night.
In regard to the case of — , thirty six years old, Si2 Main street, Bangor, Ma, head lumber surveyor at Hodgins & Hall's mill at East Hampden, of which I wrote you some time ago, Mr. — — says: "For the past six or seven years I have been troubled with constipation, and as regularly as each Sunday came around I would have a terrible headache; so bad, in fact, that Would scarcely go out of the house at all for the day. My work is such that I am standing in one spot checking lumber nearly all day long, and so get no exercise to speak of. Iused ali kinds of headache cures that I could find, but they would soon give no effect. One Saturday one of the ache cures that I could find, but they would soon give no effect. One Saturday one of the firm gave me a bottle of Ripans, and I used them that night must be next morning. We all the means the means of the firm gave med them regularly since and have no headaches, am no longer constipated, and my general health is all that could be decired I couldn't keep house without Ripans Tabules." Under cover of this, I hand you the facts in Mr. ———'s case. He desires that his name he not used in an advertisement, but would be gled to answer any inquiries. I can personally vouch for the truth of his story, as I was the one who called his attention to the Tabules. Geo. Oris Halt, 23 Ohio street, Bangor, Me., Sept. 10, 1897.

Have Given Great Relief. I have suffered with indigestion for many years. I have taken two boxes of Ripans Tabules. They have not cured me, but they have given me great relief John A. Whan-rox, Mercer, Madison Co., Tenn. Sept. 9, 1897. An Excellent Remedy.

I find that they are an executent remedy for billousness. Mrs. JNO. BALLAKTINE, 14 East Eighth street, Chester, Pa., Sept. 11, 1897.

Tell His Friends.

Tell His Friends.

I think I had best give my own experience, as I don't want to go into particulars about my father's ca-e without his permission. Whatever you do, don't publish my name nor location. You may refer to me personally, if you wish. I am thirty-six years old. For a number of years I was afflicted with periodic managed, and for a time I was 1-did up about one were out of each month. Uried many of the most prominent dectors, but found only temporary relief. I stopped smoking, thinking at was the cause, but without avail. My family physician insisted that the trouble was "in the stomach," but without avail My family physician insisted that the trouble was "in the stomach," but without avail My family physician insisted that the trouble case in the stomach, but without avail my family physician insisted that the trouble case in the stomach, but without avail my family physician insisted that the trouble case in the stomach, but without avail my family physician insisted that the trouble case in the stomach, in the second containing the stomach in the second containing the stomach in the second containing the stomach in the second containing the second containin

Relief to Stomach.

I have obtained considerable relief by their use in a case of stomach trouble R. A. BYRNS, Vice-President International Publishing Co., 44 North Fourth street, Philadelphia, Pa., August 31, 1997.

Benefited When Taken.

I find that they beneat me as long as I take them. GEO. B. Hirtchcock, 115 North Vermont avenue, Atlantic City, N. J., Sept. 10, 1897.

Vial in Every Suit.

Vinl in Every Suit.

My mother's family has been troubled with dyspepsia for generations and I seem to have inherited it. It began to trouble me very bad early last winter, although I have had attacks are in the suit of th the pain came on before taking a Tabule, but the pain came on before taking a Tabule, but the pain came on before taking a Tabule, but the pain came at time. Since beginning to take them I have gradually noticed an improvement, although some days at first when I would cat cabbage or stuff like that I would suffer pretty bad, but now I can say that I can eat almost anything without trouble if I only remember to take a Tabule after. As I have plenty of glass vials I always have one or two in every auti filled. I would not be without them. I don't know but the disease would have killed me if I had not used them, as it compared to the property of the stilled me if I had not used them, as it compared to the stilled me if I had not used them, as it compared to the stilled me if I had not used them, as it compared to the stilled me if I had not used them. I don't know what would have been the end. My age is thirty-two. Please do not use the testimonial with name attached unless you notify me first. — Attleboro Falls, Mass, September 2, 1897.

Charmed With Them.

For a long time I had been troubled with For a long time I had been troubled with indigestion and sour atomach and was ad-vised by a friend to try Ripans Tabules, which Idid, and I must say they have worked like a charm with me as well as others I have in-duced to try them. I never think of being without them. J. G. GLYNN, Assistant Supt. W. S. Butler & Co., Tremont & Bosworth Sts., Boston, Mass., August 28, 1897. A New Woman.

A New Woman.

I am forty years of age and a dressmaker. I want to tell now kitpons Tabules have benefited me. They are just appendid. I have been troubled with billionsuess and indigestion for about five years. I did not think me to be a supersumment of the property of the matter with me. I felt sure I had kidney and liver troubles, also rheumatism. After eating I felt so bloated I had to open all my clothes, and heartburnle why, I had it so bad my eyes would run water! and talk about that tired feeling! I never knew what it was to be without it, especially in the morning. I would so dragging about the house feeling wery sallow. About three months ago I notteed an advertisement of Ripans Tabules in the Boston Traveler. I did not take much stock in it at first—one sees so many medicines advertised, but it seemed to fit my case so well that I got some of the Tabules. We I, they worked like a charm and I feet I can not afford to be without the may more and look ten years younger, thanks to Ripans Tabules in Alaxan B. Wilson, Is Vine St., Hankan B. Wilson, Is Vine St., Panels and the panels and look ten years younger, thanks to Ripans Tabules. Hankan B. Wilson, Is Vine St., Vine St., Hankan B. Wilson, Is Vine St., Panels and the panels and the panels and the panels and the panels and look ten years younger, thanks to Ripans Tabules. Hankan B. Wilson, Is Vine St., Vine a take them regular. I feel like a new woman and look ten years younger, thanks to Ripens Tabules. HANSAR B. WINSOR, 18 Vine St., Medford, Mass., September 11, 1897.

Mediord, Mass., september 11, 1897.

Feels Like a Man.

I am twenty years of age and have had dyspepsia and nervous headaches for the past five or six months, and at times troubled very much. I had the headache every much. I find the headache every morning when I got up and would generally last for an hour or two and the dyspepsia would cause quite a little distress in the lower and central part of chest, mostly after wals and central part of chest, mostly after meals, and was very amoying. While at Saratoga this central part of chest, mostly after meals, and was very annoying. While at Saratoga this summer I met a gentleman who stopped at the same hotel who told me of Ripans Tabules. After I had been spending for doctrors' bills, being treated for something altogether different, I tried the Tabules for a week, feeling no benefit, but I continued to use them and in the latter part of the second week I felt greatly relieved and now after using them for a month I feel like a man. W. Donald Sloane, 343 Manhattan Ave., Brooklyn, N. Y., August 31, 1897.

A Well-Known Patron.

I am seventy-four years old, of no occupation and have been a great sufferer for some
years. After a meal, and often when my
from pain by lying on my back. The pain
was worse in my bowels and under the lower
rib on the left side, with pressure on the
heart from wind. I was also constipated. I
tried patent medicines of various kinds, but
did not get relief. Late last fall I saw advertised in some magasine—I think the Ladder
production of the late three gave me
some relief, and after taking them for several months the pains left me. I could digest
my food without trouble, and my bowels
have continued regular ever since. My son,
a resident here, thirry five years of age, was my food without trouble, and my bowels have continued regular ever since. Hy son, a resident here, thirty five years of age, was taken sick two weeks ago with pain in the pit of the stomach, loss of appetite, and so tired he had to leave work. He was advised to have a doctor, but I gave him some of my Tabules. He to k them regular for ten days. His appetite returned, the pains left him, and he says he feels like a new man. Please send me twelve packets, as I would not be without them. You can use my name if you wish. I am too well known here for my word to be doubted. RUCHAND STOKYS, Island Heights, N. J., BOX 7, September 1, 1897.

Better Than All Others. I have used those Tabules for indigestion for over a year, and find they are the only thing that gives me relief. My work being a sedentary one keens me constantly constituated, and Ripans Tabules have worked wonders in correcting that trouble. I would not be without them for a good deal. I would rather pay five cents each for them than five cents per hundred for any other I have ever ing Carter's Little Liver Fills, etc. You are at liberty to publish this unsolicited testi-I have used those Tabules for indigestion

monial if you so desire. Grosse E. Roe, Instructor in Shorthand and Typewriting, 12 Indiana St., Boston, Mass., Sept. 2, 1897.

Indiana St., Boston, Mass., Sept. 2, 1897.

No Medicine Like It.

I have been living in a suffering condition.
I had a fearful ain through ny back and kidneys. I coult have been lights. I commenced taking Ripans Tabules, and was relieved after taking two packages. I never took any medicine that gave me so much relief, and I return many thanks for what they have done for me. Frank S. MONDO, Hillsboro Bridge, N. H., September 4, 1897.

A Living Advertisement.

I have been a terrible sufferer for a long time with my head. Never a week passed without a day or two of misery. I am recommending the Tabules to several people, and shall continue to do so if I find they continue to do me good. E. WILKINSON, Lintrathen, Manitobs, Jan. 9, 1897.

Good, and So Corvenient.

I find them so good for indigestion. The five-cent size are such a convenient size when a person's means are limited and can not get the larger ones, for work with us has been so dull that money has been scarce. Mrs. Ger-Man, 212 Pike St., Youngstown, Ohio.

Works Like Magic.

Works Like Magic.

Ripans Tabules are the best thing for stomach travels are the best thing for stomach travels. The magic was a stomach travels as the stomach trouble all want them. I have been recommending them, and now I am about out. I think I could sell a good many here, but the profit is too small. I have had stomach trouble for the past ten years, and expected to have it all my life until I tried your Tabules. I feel like a new man, and shall speak a good word for your Tabules every time I get a chance. C. S. KERR, 22 W. Church St., Newark, Ohio, Sept. 4, 1897.

Very Effective.

I have been taking them for dyspepsia, and find them very effective. Mrs. McMULLEN, Oak Lane, Philadelphia, Pa., Sept. 2, 1897.

Makes One Live Longer.

Makes One Live Longer.

Right royal remedy is the name
I-to your "Bipans Tabules" give;
P-erfect in power, and void of blame,
A-means to make one longer live.
No high-priced doctor ever wrought.
So great a change in my poor health;
Tome they were with basing south
Tome they were with basing south
Tome they were with the sing south
Tome they were with the sing south
Tome they were with the sing south
Tome they were with the single south
Tome they were the south
Tomer Hill, Camden County, New Jersey,
September 6, 1897.

Will Tell Everybody. I have used Ripans Tabules for some time and always have them in the house. I would not be without them. I am a working man and have spent a considerable sum of money dectoring. For awhile I could not work I felt so bad. I would start for work in the morning and would rele so bad and would rele so bad and would rely a would be to be and any would be to be a work of the would be to fast that I thought I would die. I don't be lieve any one ever suffered more quit at 9 o'clock and go noise, my near would beat so fast that I thought I would die. I don't believe any one ever suffered more than I for two years. I had given up all hopes of ever getting well. I never had a feeling and dread of dying. My friends all remarked how bad I looked and made all kinds of suggestions. Some said change doctors, others said go away for a change, but one friend, who had been sick with the same thing, said he was completely cured by the use of Ripans Tabules. This encouraged me and I made up my mind to try them. I did so, and after using them two months I have not had an attack. My heart seems to be O. K. and I have not lost a day's work since I began to use Ripans Tabules. I feel better, in fact, I might say well, still I take one Tabule now and then. I don't believe I would have been here to-day if I had not used this medicine. I am willing to tell any one what Ripans Tabules have done for me if they will call or write to me. J. D. SPALDINO, 1125 Maple St., Camden, N. J., September 6,1807.

ampie 52., Canden, N. J., September 8,1891.

Nill Write Persoually.

For over two years I suffered with indigestion and water-brash. Ripans Tabules being brought to my notice through a friend who was afflicted in a like manner as myself. I determined, upon his recommendation, as they had proven of great benefit to him, to the termines, upon his recommendation, as they had proven of great benefit to him, to try them, and I am extremely glad that I did so. I made constant use of the Tabules for about three monts, but now use them only a constant the month of the constant which is the constant which were the first week, and in the nine months that have now passed I have never had another attack of it. I have used many articles for which were claimed great things, and paid out many dollars to doctors, but with no great apparent relief until I tried Ripans Tabules, and they proved to be just what was needed. I consider them the finest article of the sort on the market to-day, and shall never be without a good supply on hand. You are at liberty to publish this unsolicited testimonial, in part or whole, with my name attached, but my are the stached, but my are the stached, but my are the stached, but my are attached, but my are the stached, but the stached with the stached when the stached with the stached wit liberty to publish this unsolicited testimonial, in part or whole, with my name attached, but not my address. However, you are at liberty to furnish the address to any doubting Thomas, and I will be pleased to write period to the second of the period of the second of

Always in the House.

I have been a great sufferer with stomach trouble for years. I did not seem to get any relief from doctors. I could not retain food upon my stomach. I at last got so bad oak at the stomach of the last got so bad oak at the stomach of the last got so bad oak at the stomach of the last got so bad oak at last got so bad oak at last got so bad oak at last got left for the last got so bad oak at last got left for the last got last g Always in the House. true testimonial, they may write to me privately. Mrs. — — , — — St., Philadelphia, Pa., September 8, 1897.

Good for Traveling.

Have suffered for years with stomach and liver troubles, but for the past two years I have always carried Ripans Tabules. I do not now need to use them regularly, for f can travel one thousand miles now with no discomfort. To a person depending on hotels and boarding-houses or following sedentary life they are weak the hereight in gold, and we have the sedentary of the confort. To a person depending on hotels and boarding-house or following sedentary life they are weak the hereight in gold, and we have the sedentary of the sede

A. George, Hale, Wis., September 4, 1897.

Wants More.

Mrs. Campbell sent for me for some Ripans Tabules and they did me a great deal of good. I am stopping with her this week. Will go home to morrow. I would like another box of the Tabules. My disease is catarrh in the head and canker in the stomach. I have a bad cough. Am sixty-seven years old. The doctors call it bronchial trouble—chronic. I am very nervous, not much strength and no appetite. No pains or aches and the Tabules did me good; so I would like more of them. Doctors have failed to do me good. Many A. Osgood, Room S. Markentiel Block, Manchester, N. H., September 8, 1897. September 8, 1897.

Improved, Then Cured.

Improved, Then Cured.
I am fifty-two years of age, a burber by occupation. For the past two years I have been troubled with my stomach, belohing wind after meals and after retiring for the night; sometimes a burning sensation and frequent headaches, sometimes so severe that I had to quit work. I used two prescriptions from two different doctors, and various other removing without any nermanent wood. Early two different doctors, and various other rem-edies without any permanent good. Early last apring my attention was called to Ripans Tabules, through a testimonial of Harry Scheld, a barber in Cincinnati, Ohlo, pub-lished in the National Barber, a paper devot-ed to the trade. I procured the remedy, and from the first commenced to improve, and am now practically well. Have not had a severe in-adache for the last three months, and only compute more than the severe in the severe play on the severe in the severe in the severe play on hand in case I should need them, and I have recommended them to several or my-customers and neighbors, each one of whom I have recommended them to several of my-customers and neighbors, each one of whom speaks in the highest terms of Ripans Tab-ules. I would certainly recommend them to any one troubled as I was, with full faith that if taken as directed they would get Im-mediate relief and a permanent cure. You are at liberty to use this as you see fit. These are simply the facts in my case, and you are welcome to them in any case, if this testiare amply the facts in my case, and you are welcome to them in any case. If this testimonial is not in proper shape you are at liberty to change the language, provided you sick to the facts. P. D. PUTNAM, Buffalo, Wright Co., Minn., Sept. 7, 1987.

Immediate Relief.

My age is thirty years, and am engaged in millinery business, and on account of irreg-ular hours have contracted a case of indiges-tion and liver trouble. I have tried a great many remedies with no relief, and was rec-ommended by a friend to use Ripans Tabommended by a friend to use kipsus ran-ules. I found almost immediate relief, thanks to her and you for the same, and can safely recommend them to all. Mrs. G. JEFFUS, 172 E. 119th St., New York, Sept. 7, 1897.

Can't Praise Them Enough.

I can not say enough in regard to the bene-t the Tabules have been to me. E. M. VINSOR, Is Vine St., Medford, Mass., Septemfit the Ta Winson, 18 ber 9, 1897.

The Best Tonic.

I think them the best tonic and aid to di-gestion known. Mrs. E. R. Woodward, 19 Broad St., Lancaster, Pa., September 8, 1897.

Make Work a Pleasure.

Make Work a Pleasure.

My age is forty-eight years. For some time I have been troubled with indigestion, and account in the property of the pr

Thinks Favorably of Them.

Thinks Favorably of Them.
Some time ago I received a small pamphlet giving indorsement of four hundred Boston doctors of your formule, but as nothing showed amount of each ingredient I have been at a loss to know how to properly prescribe them in certain cases. N. V. being used, for instance, makes me heaitste how to properly prescribe them, especially in certain cases. I have taken them myself and think quite favorably of them, but should be better quantity of each ingredient. There are many cases in practice of medicine where I might want to increase one or more amount in their make-up—i.e., quantity of one or two of the drugs given separately. Dn. F. B. Ham, Kezar Falls, Me., September 1, 1897.

Will Take an Oath on This.

I am employed by the Union Nat Co., 107
Chambersone, as porter. My age is wenty-seven years from hearthurn pains in my side and stomach after eating. I would also get a pain at times under the heart like the plerce of a knife, and when I would stoop I would get so diegy I thought I would fail over; also heasaches. I have tried a lot of different kinds of pills and medienes, but to no administration of the plant of t my stomach and had the heartburn. I took one Tabule and found, about fifteen minutes after, that the pain was going away, also the heavy feeling. So I took another after heavy feeling. So I took another after supplied to the state of the s

Worked Wonders for Him.

worked Wonders fer Him.

My name is George Combe. I am a Scotchman, aged thirty Iv.B. By profession I am a Scotchman, aged thirty Iv.B. By profession I am as been working a market garden situated about five miles cast of Houston. I arrived in this country (Fexas) July, 1988, and working in the hot sunshine, not being used to the climate, I soon found myself laid up with a very severe attack of maiaria fever and yellow jaundice. I went into the hospital here, and the doctors filled me up with quinine and calomel first and the feet of the quinine and calomel first cat the effect of the quinine and calomel first cat the effect of the quinine and calomel first cat the effect of the quinine and calomel, believe. Anyway, at the end of five weeks I left the hospital a complete wreck, my nerves completely shattered and my digestion completely gene. I could eat nothing but what made me sick. This was in the fall of 1985, and ever since then to the spring of the present year, 1997, I have been in the same fix. I dreaded every summer that came round. If or several control of the present year, 1997, it have been the complete of the present year, 1997, it have been the complete of the present year, 1997, it have been on the spring of the present year, 1997, it not one of which did me any good. I was as weak as I could be, and looked more like a dug-up corpse than any condifferent medicines, not one of which did me any good. I was as weak as I could be, and looked more like a dug-up corpse than any condifferent medicines, not one of which did me any good. I was as weak as I could be, and looked more like a dug-up corpse than any condifferent medicines, not one of which did me any good. I was as weak as I could be, and looked more like a dug-up corpse than any condifferent medicines, not one of which did me any good. I was as weak as I could be, and looked more like a dug-up corpse than any condifferent medicines, not one of which did me any good. I was as weak as I could be, and looked more like a dug-up corpse than any cond of the Tabules right off (about 3 o'clock p. m.). I seemed to have a better appetite for supper that night, and slept better than usual. I woke the next morning feeling good, and thinking that at lest I had discovered a cure for my trouble. For about a month I took two Tabules a day, in the morning after breakfast and at night after supper, and never enjoyed better health in my life. I have not had one day's sickness in this exceptionally hot summer, and am, comparatively speaking, and the summer to save my life, and the only medicine I take is Ripana Tabules. They have certainly worked wonders for me. Whenever I

eel the slightest out of sorts I take one at night and one in the morning and I am air right. They keep my bowels regular and make the teel good all over. An old lady, Mrs. O. S. Johnson, was suffering from indigestion. I gave her a couple and they cured her. She now swears by them. A man, Thomas Hill, was suffering from chills and vomiting brought on by working in the hot sunshine. I gave him two, with complete success. Whoever once takes them buys them afterwards. You can use my name if you wish. George Comes, care of Mrs. O. S. Johnson, General Delivery, Houston, Texas, August 26, 1897.

Likes Them Very Much. I like the Tabules very much. Have taken them for headache and constipation. I find they help me very much. GEO. W. INGRAHAM, Box 450, Camden, Knox Co., Me., Aug. 31, 1897.

Pleased Her Husband. My husband was very much pleased with Ripans Tabules. Mrs. George Srow, Black-wood, Camden Co., N. J., Sept. 2, 1897.

A 59c. Box Worth \$50 to Him.

I am thirty years of age, engaged in the grain and seed business in Newark, Ohio. I have been suffering from indigestion and dyspepsia for the past ten years; have taken treatment with four physicians, but received but little relief. I would wake at two or three o'clock every morning with a terrible gnawing pala every morning to take hold of something to support me when I would arise. I always had distress after eating, no matter how simple the meal was. I had given up all hopes of ever being well again, until about six weeks ago, when I commenced to use Ripans Tabules. It seemed the very first Tabule I used helped me. I can not say too much for Ripans Tabules. A 50 cent box has been worth more to me than \$50 worth of doctors' medicine. Please do not use my name Ia any advertisement.

September 13, 1897. A 50c. Box Worth \$50 to Him

September 13, 1897.

The Old Minister Uses Them.
Find inclosed \$1. Please send me one
gross of Tabules. I am the old minister who
has used and recommended your Tabules far
and near. Rev. Kiley FERSUSON, Friar's
Point, Miss., August 16, 1897.

Have Relieved Him.

I have been taking Ripans Tabules for a bad stomach for a long time and have been relieved. W. S. Allen, Box 315, Little Rock, Ark., August 19, 1897.

Has Used Them Three Years Now. Has Used Them Three Years Now.
Ibegan taking Ripans Tabuies over three
years ago and have made constant use of
them ever since. In fact I could not get
along without them. They have cured me
of dyspepsla and headache. I am thirty-five
years old and the mother of six children,
and I can say truthfully I feel better and
stronger than I did ten years ago. I have always recommended the Tabules to my
angust Mary Synkhons, Box St, Vernon, Conn.,
August El. 1967. August 18, 1897.

Nothing Equals Ripans Tabules.
I am now forty-three years old, and had dyapepsia for fifteen years and billousness three years. I tried several different doctors, and have not found anything to do as much as Ripans Tabules. Faasz Districts, Goodland, 1nd., Aug. 19, 1973.

Braced Him Wonderfully.

Braced Him Wonderfully,
Please send another of your cartons (ten
Tabules) I have taken ten of them and they
have braced me considerably. I am troubled
with that tired feeling, and at times everything is awimming before my eyes. I feel
greatly relieved since taking Ripaus Tabules,
subword, Chaules P. Quins, 528 Market St.,
West Philadelphia, Pa., Aug. 24, 1897.

He Knows Their Value. I have found out what Ripans Tabules will do, for I was the cause of the first lot coming to this town. There are two in my family nowusing the Tabules. I am fifty seven years of age. Have had indigestion and sour stomach for fifteen years, and tried a great many physicians, but obtained no relief until I heard of Ripans Tabules, which I truthfully say have almost entirely cured me. I would say nave aimost entirety cured me. I would not be without them in my house for any-thing, and I gladly recommend them to all who suffer from any form of stomach trou-ble. You can use my name if you wish. I am a painter and paper-hanger. B. W. JOHES, St. Albans, W. Va., Sept. 12, 1897.

His Friend Told Him.

I have been suffering from dyspepsia for the last two years. At the first attack I went under the care of a physician, but he could not give relief. A friend one day told me that he thought Ripans Tabules was the remedy I needed. I decided to give them a fair and have heen greatly henefited. HARRY L. DICTELBACH, 534 Beach St., Philadelphia, Pa., Aug. 24, 1893.

Gained 12 Peunds in Five Weeks. Some two months ago a pamphlet was handed to me extolling the virtues of Ripans Tabules. It thought that like some other particles and the some particles appeared only in print, but made up my mind to try Ripans Tabules at least-once. At the time of the trial I weighed one hundred and thirty-five pounds. My face was dotted with himbles and my sleep was heavy and unrefreshing. I became tired with little exertion and was completely run down. Now after five weeks' use of Ripans Tabules I weigh one hundred and forty-seven pounds, my face is almost perfectly clear, my sleep brings rest and refreshment and I look now on the pleasant side of life. Daniel. F. Shea. Mercantile Collections, 50 Spring St., New York, August 25, 1897. Gained 12 Pounds in Five Weeks.

Entire Satisfaction.

Ripans Tabules are giving entire satisfac-tion. Am taking them for indigestion caused by too rapid eating. J. Larson Agnew. P. M., Tituwille, Mercer Co., N. J., August 28, 1897.

Worth Their Weight in Gold. I think they are worth their weight in gold for stomach troubles. CLARENCE VINCENT, Jericho, Chittenden Co., Vt., August 28, 1897.

Well Pleased. I am well pleased with the Tabules. John F. DeLacy, Attorney at Law, Box 38, Eastman, Ga., August 23, 1897.

man, Ga., August 23, 1897.
Gives Great Relief.
I am troubled a great deal with indigestion and find in taking a Ripans Tabule at meni time it gives me great relief. C. W. Smirn, Dealer in Eggs, Poultry, Dried Fritt, Bieveles and Sundries, oup site P. R. R. Depot, Newport, Pa., August 24, 1897.

They Took the Wind Out of Him. About three weeks ago I had a slight bilious attack, and, having seen the Ripans Tabules advertisement in the paper, decided to purchase a package; and they having done all that was required, I concluded that if they were good for man they were good for beast of the conclusion of the co They Took the Wind Out of Him.

Stomach Disorders Disappeared. Having used a few 10-cent bottles of Ripans Tabules the distressing effects of stomach disorders have all disappeared. CLAUDE E. PIRKERTON. Drug Clerk, 27 N. Third street, Philadelphia, Pa., August 24, 197.

Is New Cared.

I have been troubled for the last two years with dyspepsia. About two months ago I started to take Ripans Tabules. I can honestly say that I am now cured. J. LEGNARD MAY, Shipping Clerk, 509 Bodine street, Philadelphia, Pa. August 24, 1897.

The Very Thing.

Please find inclosed one dollar, for which you will send by mail some of your Tabules. I have been using them for some time and find them the very thing for stomach troubles. Highest Parson, Old Soldier, Middletown, Dauphin Co., Pa., August 24, 1897.

517, Eureka, Humboldt Co., Cal., August 24,

Can't Give Enough Praise.

Can't Give Enough Praise.
I have been troubled severely at times for the past ten years with dyspepsia and have tried nume-ous remedies and have consulted eminent physicians, but all to no avail. But while spending my vacation this summer at Saratoga I met a gentleman who has had the same complaint and he referred me to Ripans Tabules, and after taking them for a month I felt greatly relieved. I can not say I. P. Sloane. Beal Estate, Mortgage Loans and Insurance, 343 Manhattan Ave., Brooklyn, N. Y., August 27, 1897.

lyn, N. Y., August 27, 1897.

Keep His Bowels Right.
I have been in this city forty-one years. I have been here since chauge of life period. I stopped too quick. I have no pains but have coughed matter and alime for fifteen years, but work every day although I can't cat because I have no appetite. Ripans Tabules keep my bowels all right. They help mr. Don't think I am humbugging, for I am not. If I were not so far I would go A. Ossoon, Room 5, 1017 Eim St., Manchester, N. H., September 12, 1897.

Invaluable.

I find the Tabules invaluable. J. ROWLAND, Aberdeen, Moore Co., N. C., August 31, 1897.

Can Spenk in Highest Terms. It will quote my experience in evidence of the effect of the Tabules. You are privileged to publish the inclosed testimonial, but do more to the property of the testing of the testing of the testing of the Tabules from the ad in the Philadelphia Record, to which we are subscribers. I never can or could take a trip on a steambast without being subject to the most violent vomiting spells, accompanied by the most evere heafache. But on August 3th we task a trip on the beat between Wilmington and Philadelphia—a two hours ride each and Philadelphia—a two hours ride each wentive and escaped distress. In fact, I remarked to a friend whom we met on the down trip that I had taken the Tabules in hope of escaping the unpleasantens, which I fortunately did. I can speak in the highest terms of their merits in my own case and in our household. By occupation is that of a certificated teacher; are is twenty-two years. August 31, 1897. Can Speak in Highest Terms. August 31, 1897.

An Excellent Remedy.

For a long time I was bothered with stomach trouble. My food did not digest properly and there formed in my stomach a green bile, causing nausea, heafache, etc. I then tried cathartics, which gave only temporary relief. I then consulted a doctor, who said I had catarrh of the stomach, and his medicine gave no relief. About three months ago I

was advised by our shipper to try Ripans Tabules, and he gave me one of your books. I got some of the Tabules and tooks. I got some of the Tabules and tooks. I got some of the Tabules are tooking the tree and the tree of t

Boston, Mass., September I, 1897.

Ny age is forty-four years. For the past three years I have been troubled with indigestion, and the first summer I was troubled with it I had it so bad that oftentimes I had to stop work. I am employed by the Adams Express Company, and the man had been been a summer I was troubled with the summer of th amail dox of them always in my pocket, that when one of those hurry up and eat over-takes me and some rich food is on the table I am fond of. I take one of the Tabules and feel safe. I would not be without them at and leafe. I would dot be without them at any price, and when I meet any one that is troubled with indigestion I give him one or two, for I can sympathse with any person who must suffer as I have done. Again I can praise the Ripans Tabules for headache. It was seldom a day passed but that I was not a sufferer of headache, but can truly say since I have been using the Ripans Tabules I can't remember the last time I had a headache. There is nothing better than Ripans ramme If any benedit to you. C. W. Smitty, Desice in Eggs, Poultry, Dried Fruit, Bicycles and Sundries, opposite Penn. R. Depot, Newport, Pa. August 37, 1897.

He Will Always Take Them.

He Will Always Take Them.

He will Always Take Them.
I have been using kipans Tabules for about
two weeks, and they have done me very
much good for heartburn and constipation.
As long as I take them I feel good. It matters not if I have to always take them, as
long as they are harmless and do me good.
HY. LAMO, 60 East 157th street, New York.

Doing Her Good. I received my darling little clock. It is a little beauty, and many thanks for it. Rip-aus Tabules are doing me good. ANNIR E. CAMPBELL, BOX 1, North Weare, N. H., Aug.

Her Doctor Told Her.

Her Doctor Told Her.

I am fifty years old next March. For a great
many years I suffered from nervous dyspensla. I would be afraid to say how many dolars I have spent for doctors' fees and medicines, and also for all kinds of patent medicines, but I never tried Ripans Tabules until
about six months ago. It is only those who
have suffered as I have, never sick but never
in good health, irritable, worrying at every
thing and nothing, always in expectancy of
trouble, and the sum of the sum of the sum of the sum
erable. No doctor ever told me what really
was the trouble, and the most of them would
dose me with citrate of strychnia or bromieo of potassium. I always blamed my nerves as
the source of trouble, whereas I now feel confident my nervous system was only suffering
herrors agents. the source of trouble, whereas I now feel confident my nervous system was only suffering because not supplied with energy from healthy blood, and my blood was poor because my food was not digested pronerly. Last winter, in Deer Lodge, Montana, I mentioned Ripans Tabules to a doctor named Charles S. Cranson, whom I had found to be a very gentlemanly person, and he told me that they were a aplentid thing. I bought a charm. I sent to you at hew York for a further supply, and feel the benefit of them every day. I feel no flatulence or discomfort

whatever, and I am satisfied that before long I shall be in perfect health. No one who is troubled with nervous dyspepsia should let a day pass before purchasing this wonderful remedy. I recommend kipans to every autreased, in the satisfied of the satisfied of

Relieved Him Greatly.

Relieved Him Greatly.

I have suffered with dyspepsis for the last fifteen years, and have tried nearly all the remedies I know of without relief. At last, seeing Ripans Tabules advertised in the Philadelphia Record, I thought I would try them. so I purchased a box and began the use of them. I found they relieved me greatly, so after using them for a year my trouble dissured that the seeing th I am forty-six years of age, shoemaker by trade, and take great pleasure in recommend-ing Ripans Tabules to my friends, William LEWIS, 421 Chestnut street, Camden, N. J., Sept. 16, 1897.

All Credit to Ripans Tabules.

I am thirty-two years of age and reside at 101 Kent Street and have been complaining to my physician about not feeling well. He said I had a touch of the grip, which also caused my headaches and disorders of the caused my headaches and disorders of the stomach, and he was treating me for that. At my office one day I came in contact with a gentleman who told me to try Ripans Tabules. I did so, and after taking two bottles I felt greatly, but not wholly, relieved. I tried two more and received the same amount of benefit from those as I did from the first. I can say now, excestly, I am well and feel as good as I ever was. I give all credit to Ripans Tabules, which I now always have in my medicine closet. Janus Burron, Brooklyn, N. Y., September 17, 1897.

Better Than Any Other.

Brooklyn, N. Y., September I., 1897.

Hetter Than Any Other,
I first saw kipans Tabules advertised in
the Philacelphia Record and tried to get
them here last winter at Reed's drug store.
In the spring, some time in April, I got them
at the patent medicine store down town. I
got two trial packages, afterwards I got a
box with six bottles at Wright's drug store.
I have had dyspepsia in all its forms and
ried everything almost, but found more reidentified to the store of the store of the store
twith wind that I would have to come out of
church. It would keep rifting up and up
until it would make me sick at my stomach.
I was so constipated I did not know what to
do, and knowing all my trouble came from
my stomach I thought I would ty the
Tabules. If and after eating fried oysters if I
take one they do not hurt me. I am benefited
them. It was from motives of economy I
wrote to you for them, for I have spent so
much and we are not as well off in the
world's goods as we once were, but if I give
them all away I might Just as well get a
small quantity, but it is a failing I have, and
I suppose a good one, that I want to see some
one else henefited. If I take the money they
and not be as anxious to take them as when
they are given gratis. I am aged fifty five,
live at No. 7 N. Congress St., Atlantic City. I
have no occupation, only myself and hus-

band in family. Have had stomach trouble for thirty years and my feelings are varied. It depends largely on what I cat. I will cheerfully answer any one who may write to me if you use my name, which you are at liberty to do in the cause of humanity. I am a member of the W. C. S. Q. here and superintendent of jalis and prisons. Mrs. EVA FITE. 7 N. Congress St., Atlantic City, N. J., September 22, 1897.

Is Going to Advertise Them. For nearly three years I was a terrible suf-ferer with distressing headaches and sleep-less nights. I scarce ever went above three or four days without a severe attack, which lasted two or three days, during which time I had to lie down and could not bear the least noise nor take any nourishment. I tried a I hai to lie down and could not bear the least noise nor take any nourishment. I tried a grest many remedies, but never got any relief from them. The doctors said I was suffering from indigestion in a very bad form and I must take care of myself. One day I was reading in the Ladies' World about the benefit two sisters had derived from Ripans Tabules. I had never heard of them before and I resolved to get some immediately, but when I made inquiries in our town the drug store did not know what I meant. So I wrote the did not know what I meant. So I wrote for two carions for the caris and look them, three the first day, but they were too searching; so I reduced them to one at dinner time and one at hight, and I seemed to get relief in a day or two. Then I took one every night until they were all gone, and I say solemnly I never have had my head bad since, which is an extraordinary thing for me. They have done me more good than all the medicines I have taken for nearly three years, and I am very thankful I saw that ad in the Ladies' World, and I am sure I shall recommend them far and near. I am a farmer's wife; my age is forty-five. You are at liberty to publish this testimenial for the beneful of other age is forty-five. You are at illerty to pub-lish this testimenial for the benefit of other sufferers, with name and address, if you think fit. I sent for six cartons two weeks ago. I want to send some up to Calgary to a friend there that suffers similar to myself. I shall advertise them all around wherever I I shall advertise them all around wherever I go, but I think you should try and induce the druggist to keep them. as plenty of people would be too indolent to send to your chemical works for them. and would rather do without them, thereby injuring the sale of so valuable an article. E. WILKINSON, Lintrathen, Manitoloh, Sept. 17, 187.

Tabules Instead of Doctor.

My age is fifty three and my trouble liver and stomach trouble. I have doctored for the last thirty years with the best doctors. Once a month I would have to have the doc-tor and sometimes oftener. I had such and stomach trouble. I have doctored for the last thirty years with the best doctors. Once a month I would have to have the doctor and sometimes of breath spells I must fight for my dyspersia and a torpid liver. On, I have been tired of the doctor. Last winter I saw by the Philadelphia Record that Ripans Tabules were good. I told my husband I thought I would try them. He said, "Oh, they will not help you." He said, "You have used so much medicine." Well, I did not get them and still had the doctor. In April we were going South and I was in a bad way and still every day I would read the advertisement, so I said I would read the safe of the same of the s

Are All Claimed for Them.
This is my third order within six months.
I find that Ripans Tabules are all that they
are claimed to be. My wife was troubled
with indigestion for over a year and she has
not had a particle of trouble since she commenced using them. E. I. Tubsirts, Durst,
Texas, September 14, 1897.

Gives Lasting Relief.

Gives Lasting Relief.

I am forty-five years old. For the past nine years I have had dyspepsis in its worst form. I have had as good a doctor as there is in the East or West prescribe for me but without any lasting benefit, and have tried (I think I can safely say) hundreds of different patent medicines, but without any help until I began using Ripans Tabules. I have had no physician since I began using them, but I can not get along without them. They are the only thing that the them to dozens of my friends and have distributed all the circulars that are around the little cartons. I hope riends and have distributed all the circu-lars that are around the little cartons. I hope they may cause some other sufferer to try them. J. F. Shedd, Antigo, Langlade Co., Wis., September I7, 1897.

Going Like Hot Cakes.

Going Like Hot Cakes.

I wish you to know how much good Ripans
Tabules are doing. I sent for one package
and distributed them among my friends and
neighbors. They pronounce them a success.
Some say they can not get along without
them. They are the best thing I have ever
seen for the stomach. Others say so, too.
They are going here like hot cakes. Mrs.
Ass Jacksox, Pittsford Mills, Rutland Co.,
Vt., September 16, 1897.

Always Says a Good Word.

I always have a good word to say for the
Tabules. JESSE PADON. Publisher Champion,
Center, Texas, September 17, 1897.

Getting Along Good.
I have been getting along good. Orro Zug-man, Dallastown, York Co., Pa., Sept. 30, 1897.

At the Top !

Inclosed please find 48 cents in stamps. I have found Ripans Tabules of more benefit than anything else I have taken for indigestion. Mas. Eva. Firs. 7 N. Congress 34., Atlantic City, N. J., September 16, 1897.

Used with Pleasing Results. I have used the Ripans Tabules packed in glass with pleasing results. Mrs. H. F. Was-corr, Box 432, Ellsworth, Hancock Co., Me., August 23, 1897.

Bents Them All.

To all suffering from indigestion and nervous headaches such as I have suffered from for years, I recommend Ripans Tabules. I have tried many remedies, but Ripans Tabules beat them all. They have given me immediate relief. Mary R. EUBANK, '60 Nostrand Ave., Brooklyn, N. Y., August 23, 1897.

Don't Want to be Without Them.
My mother ordered 25 cents' worth of your Tabules some time since for me. I like them very much and send an order for 48 cents more. Please send them as soon as possible, as I don't like to be without them. HATTIE BELL, 1817 So. Mead Ave., Wichita, Kans., September 14, 1897.

Told Her Doctor.

Please send without delay physician's stade bottle of Ripans Tabules. I have recommended them to family doctor and friends. Mrs. LLOYD ADDISON, Amite City, La., August 14, 1897.

Are Much Talked Of.

Inclosed please find 48 cents, for which send metwelve cartons of the much talked of Ripans Tahules. Agrhur Hathaway, Oconomowoc, Wis., September 19, 1897.

A Grand, a Splendid Medicine.

They are a grand medicine. I am poor and can buy but a few. My health has been poor for nearly thirty years. I have been

ALFRED RUSSELL, Rosemont, Pa., September 16, 1897.

Are All Claimed for Them.

This is my third order within six months. I find that Ripans Tabules are all that they are claimed to be. My wife was troubled with indigestion for over a year and she has not had a particle of trouble since she commenced using them. E. I. This Transport. Durst, Wars, Box 84, Rockdisle, N. X., Sept. 20, 1897.

Recommended in Good Faith.

Some time ago I sent a testimonial about Ripans Tabules. It was sent in good faith, We have recommended Ripans Tabules not for reward but for the beneficial results we have obtained from them in the house. Mas. E. A. MOUNT. 917 Market street, Camden, N. J., August 20, 1897.

The Best This Sailor Ever Struck.

The Hest This Sallor Ever Struck. Inclosed please find injuety-six cents, for which please send me two dozen cartons Ripans Tabules in paper packages. I have tried them and find great relief therefrom, but can not afford to buy those put up in bottles. I am an old man-of-wars man, sixty-three years old, with a very bad stomach. They do me more good than anything I have struck. WILLIAH H. SELLON, 43 Parkman St., Dorchester, Mass., Sept. 21, 1897.

Working Wonders. They are working wonders here. R. Collins, Picture Rocks, Pa., Sept. 22, 1897.

They Are Great.

They are great. E. Y. B. ENGELMAN, Noxen, Pa., July 5, 1897.

Worth Their Weight in Gold. Worth Their Weight in Gold.

Last March I had a severe attack of dyspepsia and indigestion, and after consulting two local physicians, whose medicine did me no good, I commenced taking Ripans, three each day after meals and in time was entirely cured, so that now my stomach is in condition to digest anything that I may eat. I have recommended them to a number of my friends, who all awear by Ripans. One fin particular, a commercial traveler for Lowenberg & Co., of San Francisco. He is about stry years age of the suffered from sulted physicians at San Francisco. Portland and here, but the treatment did not help him. Finally, about four months ago, I persuaded and here, but the treatment did not help him. Finally, about four months ago, I persuaded him to try Ripans. He tried them and claimed they made him worse. Two weeks later I succeeded in getting him to try them again and now he claims to be entirely cured. He takes three Tabules a day and eats everything. He says they are worth their weight in gold to him. We buy them in the large bottles and are never without them. Thanking you to the benefit I have mane for publication, but you may refer any one to me, whose inquiry I will answer. I am a salesman for N Schlussel of this city.

—, Astoria, Oregon, September 21, 1897.

The Highest Credit.

The Highest Credit.

I take pleasure in recommending Ripans Tabules. I have been troubled with stomach and bowel trouble, which was the result of typhoid fever. I had suffered for twelve months and the agony was something terrible at times. I was so helpless that I could not walk half and the suffered was the summer of the

DENVER

in October will have a great Carnival and Fair. Many thousand visitors will be there to mark the progress of this Western Metropolis and things will boom.

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Street Cars

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GEO. KISSAM & CO., 253 BROADWAY, N. Y.

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